SEPTEMBER 29, 1952 35¢ PER COPY

BROADCASTING TELECASTING

University of Tulsa
Library
Tulsa 4 Okla
NL145
D 10D
Sep53 FSA

TECHNICAL ROOM
UNIVERSITY OF TULSA
30 '52
LIBRARY

IN THIS ISSUE:
Political Spending Spreads in Spot
Page 23
ARA to View TV Ratings
Page 28
Timken's Message Is By Radio
Page 29
U. S. Census Figures Released
Page 30
TELECASTING
Page 55

The Newsweekly of Radio and Television
21 year

Station WHO helps industrial manufacturer to sell other industrials!

INDUSTRIAL ADVERTISERS AND AGENCIES!

Here is a true story about the use of *consumer media* to attack and overcome one of the most difficult problems an industrial manufacturer can face. It carries hope and inspiration for thousands of industrial manufacturers who have hitherto been "butting their heads against stone walls". *Read it*—then write WHO for further facts!

Auto Specialties Manufacturing Company of St. Joseph, Michigan, an important manufacturer of parts for the automotive industry, makes extremely effective, high-quality tractor brakes primarily for use as original equipment on new tractors.

Many tractor manufacturers have long agreed that this brake is a big "plus", but have feared that its necessarily higher cost would price their tractors out of the market.

So . . . Auto Specialties and their agency (Van Auken, Ragland & Stevens of Chicago) decided on a rather unusual plan. They would go directly to the farmer, tell their story, and depend upon consumer-demand to do their hardest job.

Spot radio, state farm papers, and direct-mail were used. WHO, one of two great farm stations employed, carried fifteen 1-minute announcements per week. 10,000 inquiries poured in from the farm market. Result: *Auto Specialties has booked more tractor brake business during the past twelve months than during any other period in its history—and their brakes are now used as original equipment on over 100% more tractor models than before the start of the campaign—Though they had been selling brakes to tractor companies for fourteen years.*

Whatever you make or sell—if it's good, if it makes a contribution to people's welfare or happiness, *WHO can help you sell it.* Put your problem up to us, and let's see what can be developed. You'll find our ideas and advice to be completely sound and sincere—fully reflective of the top position this great station holds in the heart of America's farm belt.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

XUM

Go where there's GROWTH...

KENTUCKY

INDUSTRY FARMING

Tweeds and Timber

Kentucky's apparel industry, from tweeds to work clothes, is expanding daily! Sportleigh Hall has under way a $600,000 plant expansion; General Shoe Corporation has built a new $320,000 plant! Kentucky Pants Company has begun an extensive plant expansion and Cowden Manufacturing Company has erected five new clothing plants in Kentucky.

Yes, and Kentucky's growth is balanced . . . from tweeds to timber! In 1949, forest products brought to Kentucky farmers $2,835,000. In 1950, this income reached $4,419,000!

Go where there's GROWTH...

GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
(Benson and Benson)

CBS

WHAS

Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

XUM

JOHN DEERE WILL INVEST $20 MILLION IN KVOO AREA

Approval has been given by stockholders of Deere and Co. to construct a multi-million-dollar chemical plant near Choteau, thus assuring Oklahoma one of its biggest new industries.

Deere and Co., makers of John Deere machinery, is the nation's second largest farm implement manufacturer.

The new Choteau project is expected to require between $18 and $21-million for construction costs, equipment and initial working capital.

The plant will produce chemicals used for fertilizer ingredients. Principal products will be ammonia, urea and urea ammonias solutions.

L. A. Rowland, Deere vice-president who will head the company's chemical activities, said construction of the plant may begin within six weeks, but said much of the work is in the engineering stage. He said the plant is scheduled to be in production within 18 months.

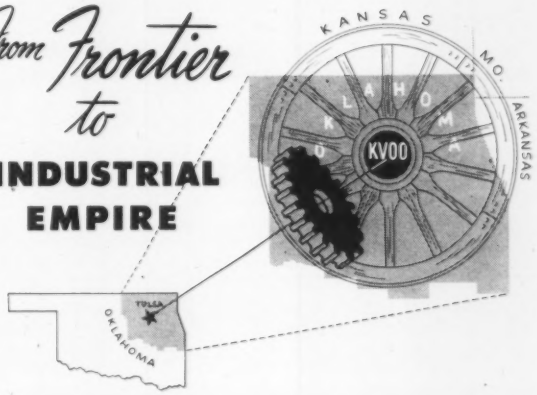
Rowland said the chemical plant will look similar to an oil refinery and that much of the chemical processing will take place in the open.

The Choteau project will be the company's first venture into producing chemicals. Rowland explained the fertilizer program follows Deere's policy of "assisting the farmer in producing crops."

The plant will be located on 320 acres optioned by the Pryor chamber of commerce from the Grand River Dam Authority. The site is about 4½ miles southwest of Pryor, less than 50 miles from Tulsa and in the heart of the KVOO primary area.

The plant will use steam, water and electrical power furnished by GRDA and natural gas tentatively scheduled to be furnished by the Oklahoma Natural Gas Co.

About 200 persons are expected to be hired by Deere to man the plant. The majority will be highly trained technicians.



The KVOO area, comprising only about a third of the state's land area, already has nearly half of the manufacturing establishments of the state and more moving in every month; over 50 percent of the factory workers; and nearly 60 percent of the annual wages paid to factory workers in Oklahoma. It also has 48 percent of the state's bank deposits and over 43 percent of retail sales. Tulsa, the hub of this market area, is the Oil Capital of the World, having more oil producing, refining and marketing companies maintaining home offices there than does any other city in the world. This insures a consistent high level of income. Tulsa is the center of a rich agricultural region of diversified interests.

Tom DeVore,
KVOO AREA DEPARTMENT MANAGER
Says . . . .

De Vore

There's a real thrill in working with the progressive people in the KVOO area who know what they want and mean to get it!

No wonder this part of America is attracting so many new industries.

We're prepared to provide plentiful low cost power, fuel, tremendous quantities of fresh, pure water, and ideal living conditions among happy, friendly people, the finest kind of neighbors and most capable workers in the land.

Drop me a line for any detailed facts you want or need about the KVOO area.

RADIO STATION KVOO

NBC AFFILIATE

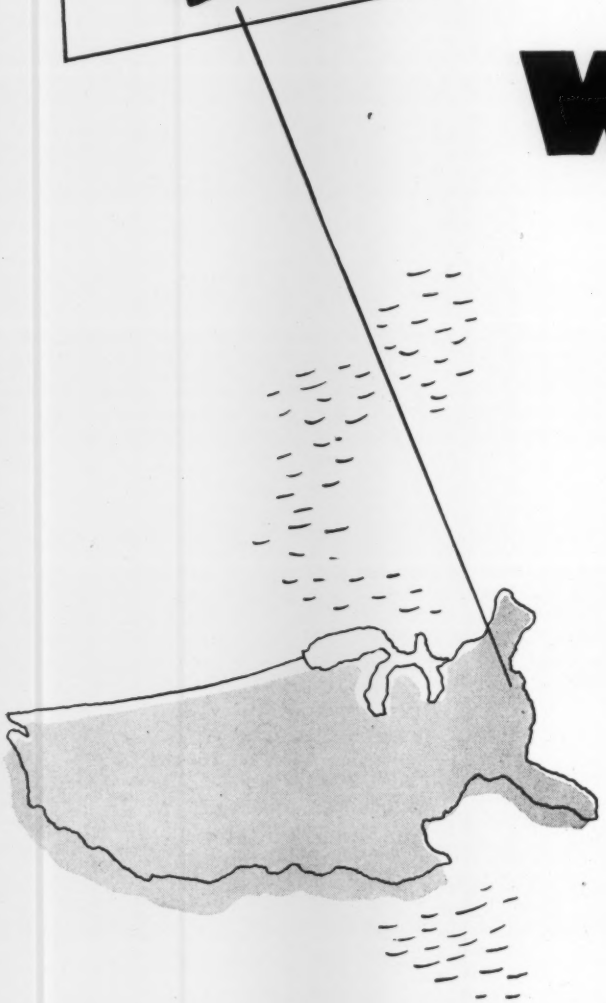
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Delaware Tops all U.S. in 1951 Average Income*



WDEL

AM · FM · TV

TOPS

all stations in this

richest market.

Let it sell your

product effectively,

economically.

Write for information.

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

*Figures released August 1952
by U. S. Dept. of Commerce.

at deadline

CLOSED CIRCUIT

ALTHOUGH final contract has to be zipped up, sale of KMPC Los Angeles independent has been agreed upon in substance—and it's not NBC as purchaser. Robert O. Reynolds, general manager and minority stockholder, and Gene Autry, cowboy star (and principal owner of KOOL Phoenix, KOPO Tucson) have agreed upon partnership to acquire station from estate of G. A. (Dick) Richards, which also controls WJR Detroit and WGAR Cleveland. Deliberations still on as to price adjustments, including real estate and cash assets.

AS RESULT of deal between Standard Radio Transcription Services and Harry Fox, agent and trustee for music publishers, relieving stations of liability for payment of mechanical rights fees on numbers in Standard library [B•T, Sept. 22], some other library services are determined to quit paying such fees, which in some cases have run to $30,000 yearly. Their reasoning is that if stations are not obliged to pay fees on Standard library, which they are buying outright instead of leasing, other libraries which lease and do not sell should be treated equally.

RAMPANT but unconfirmed reports persisted Friday that two major Lever Bros. products, which participate in sponsorship of at least two radio and three TV network shows and whose combined overall billings reach estimated $14 million annually, are considering appointment of new agency or agencies.

CBS RADIO Affiliates Committee, meeting in Chicago today (Sept. 29) to select successor to George B. Storer, who resigned chairmanship because of illness and enforced leave of absence from all business, believed set to name John E. Fetzer, WKZO-AM-TV Kalamazoo. He presided at momentous Aug. 12 meeting because of Mr. Storer's illness.

FOLLOWING unusual amount of agency movement among buyers of radio-TV time (see earlier story, page 25), Don Quinn is expected to resign from Benton & Bowles and join Doherty, Clifford & Shenfield, N. Y., as head of radio-TV timebuying department, succeeding Helen Wilbur, resigned.

EXTENT TO which educational TV is on mind of President Truman demonstrated within last fortnight when caller, identified with broadcast field, was confronted by President with queries on pedagogic utopia that could be fashioned out of TV educational reservations (FCC Chmn. Paul A. Walker has discussed matter with President at least three times in recent weeks).

NEW YORK Governor Thomas E. Dewey expected momentarily to announce membership of State Commission on Education by Television as authorized last spring by New York legislature. Commission to act as advisor to Board of Regents of U. of New York, which has received grants from FCC for educational

(Continued on page 6)

SALES ON 'TODAY' TOTAL 102 SEGMENTS

SALES OF TOTAL of 102 time segments of NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST and CST), with contracts representing estimated $250,000 in gross billings, announced Friday by NBC sales vice president John K. Herbert. Ten advertisers involved, all signed within last two weeeks, Mr. Herbert said. They are:

Plymouth Div. of Chrysler Corp. (through N. W. Ayer & Son); DeSoto Div. of Chrysler (BBDO); Polaroid Corp. (BBDO); Beacon Wax Co. (Allied Adv.); Kleenex (Foote, Cone & Belding); Nylast-Seeman Bros. (William H. Weintraub); Nome Electric Corp. (Albert Frank-Guenther Law); West Coast Lumbermen's Assn. (Mac Wilkins, Cole & Weber); International Silver Co. (Fuller & Smith & Ross); and Pharmacraft Corp. (Ruthrauff & Ryan).

GEYER VICE PRESIDENTS

GEYER Adv. Inc., formerly Geyer, Newell & Ganger (see earlier story, page 45), elects six vice presidents: George Duram, media director, formerly with C. E. Hooper Inc.; Walter Graham, and Ralph Wolfe, account men respectively on Nash and Kelvinator in Detroit office; Wesley J. Loveman, art director; Henry Turnbull, who recently joined Geyer after service with Biow Co., Dancer-Fitzgerald-Sample, and as head of his own agency at one time; and Edward Zern, copy chief.

MGM-FOX MERGER DENIED

EXECUTIVES of Metro-Goldwyn-Mayer and 20th Century-Fox studios insisted Friday they are not near merger deal by which latter would be used exclusively for production of TV films. Under rumored merger, Joseph Schenck, Fox executive production head, and his brother, Nicholas, president of Loews Inc., MGM parent firm, were believed near consolidation deal by which MGM would make features for theatrical release only.

NABET STRIKE THREAT

NATIONAL ASSN. of Broadcast Engineers and Technicians and RCA Victor Div. deadlocked Friday over contract covering some 140 employes at firm's custom record plant in New York. NABET has set deadline for strike Wednesday unless settlement is effected by that date. Dispute centers around wages, job descriptions and fringe benefits, according to NABET and company officials. Wage scale in present pact, which expires tomorrow (Tuesday), ranges from $1.27½ to $2.10 an hour with union seeking 18-cent-an-hour across-the-board raise.

TIME SWITCH

ALL MAJOR radio and TV networks reported Friday that arrangements were complete for change from eastern daylight time back to eastern standard time, which was to take place yesterday (Sunday). Networks' spokesmen reported no change in schedules.

BUSINESS BRIEFLY

EMBASSY SPONSORS ● Effective Oct. 7, Embassy cigarettes will sponsor *Bob and Ray* (NBC-TV, Tues., 10:30-45 p.m. EST) while Kent Cigarettes takes over *The Web* (NBC-TV, Sun., 10-10:30 p.m.), formerly sponsored by Embassy. Both brands are made by P. Lorillard Co., New York. Young & Rubicam is Kent's agency and Lennen & Mitchell services Embassy.

SPOTS FOR KAISER-FRAZER ● Kaiser-Frazer cars, Willow Run, Mich., buying Oct. 15-31 radio spot campaign in 90 markets. Agency: William Weintraub & Co., N. Y.

CHILDREN'S SHOW ● I. J. Grass Noodle Co., Chicago (Mrs. Grass' noodle soup mixes), to sponsor *Super Noodle* children's show on CBS Radio (Sat., 10:15-30 a.m.) starting Oct. 11. Agency, Phil Gordon Agency, Chicago.

GAME OF WEEK TIE-INS ● Barbasol Co., Indianapolis (shaving preparations), sponsoring five-minute preview before and five-minute summary after each football *Game of the Week* on Mutual, starting last Saturday. Agency, Erwin, Wasey & Co., N. Y.

SIXTY STATIONS ● Standard Brands placing radio spots on about 60 stations for its Royal Gelatin and on approximately 19 stations for Royal Pudding, Oct. 2, through Dec. 31. Ted Bates Inc., N. Y., is agency.

UNITED FILM ORDERS ● United World Films, N. Y., has begun production on series

(Continued on page 118)

GILLETTE PUBLIC SERVICE

GILLETTE Co., sponsor of World Series on radio and television, will carry public service message during each game of series on campaign conducted by Advertising Council. Through council, messages have been prepared by Maxon Inc. on such subjects as register-and-vote, defense bonds, community chests and highway safety. Gillette is sponsoring World Series, starting Wednesday, on Mutual radio network, NBC-TV and on following television stations identified with ownership of Mutual: WOR-TV New York, WNAC-TV Boston, WGN-TV Chicago and KHJ-TV Los Angeles.

ABC ADDS WXEL (TV)

WXEL (TV) Cleveland, effective today (Monday), becomes primary affiliate of ABC-TV, according to Alfred R. Beckman, national director of ABC Radio and TV station relations departments. WXEL is operated by Empire Coil Co. and has been on air since Dec. 17, 1949. WEWS (TV) Cleveland, formerly interconnected affiliate of both ABC and CBS, now becomes primary CBS-TV affiliate.

AFRA NEGOTIATES

AMERICAN Federation of Radio Artists has served notice on transcription companies that it will not renew present contract, which expires Oct. 31. Negotiations for another pact slated to begin this Friday. AFRA spokesman said notice was "ususal procedure."

for more AT DEADLINE turn page

at deadline

PROGRAM PROBERS INVITE TESTIMONY

MEMBERS of House Commerce subcommittee investigating radio-TV programs (see earlier story page 32) expressed hope Friday that other representatives of large radio-TV advertisers would volunteer to testify. Their comments came after testimony of Clinton M. Hester, Washington counsel for U.S. Brewers Foundation, who questioned whether Congress could legislate on beer or liquor advertising because of constitutional limitations.

Mr. Hester told committee, which is headed by Rep. Oren Harris (D-Ark.), that some brewers have revised their commercials after reading about complaints made at earlier sessions of hearings. He also said that Foundation was revising its advertising guide, *The ABC's of Beer Advertising*, to include chapter on TV.

Objection to any discrimination against beer or wine advertising was also voiced by Wayne Coy, former FCC chairman and now half-owner of KOB-AM-TV Albuquerque, in letter to committee put into record.

Second witness Friday was Miss Alice Keith, chairman of board of trustees, National Academy of Broadcasting Foundation. She told of educational and "character-building" programs her group was circulating among radio stations.

Subcommittee recessed Friday until after Election Day.

POLAN GRANT REVIEW ASKED BY APPLICANT

RECONSIDERATION of Sept. 19 action granting uhf Channel 21 at Youngstown, Ohio, to Polan Industries (see story page 57) suggested in petition filed with FCC Friday by Valley Television Co., which tendered application for facility on Monday, same day grant was announced by Commission. Firm in effect supports dissents of Chairman Paul Walker and Comr. Robert Bartley that Polan Industries grant was too hasty.

Valley Television points out grant to Polan Industries—made concurrently with FCC's denial of petition by WFMJ-TV Youngstown to switch from uhf Channel 72 to Channel 21—was acted upon only 17 days after allocation of channel to city was made final. Valley Television contended this was contrary to Sixth Report precedent and intent of FCC to allow prospective applicants waiting period of at least 30 days to file before action is taken on grants. Firm said its bid has been in preparation during this time.

Valley Television also suggested reconsideration should include question as to financial qualifications of Polan Industries, asserting firm reported liquid assets of only about $87,000 and has grants for $200,000 TV stations at Youngstown and Ashland, Ky., plus bids pending for four other outlets costing each as much. Valley Television petition was filed by Washington radio law firm of Segal, Smith & Hennessey.

CORONATION COVERAGE

EDWARD R. MURROW, Robert Trout and Lowell Thomas, CBS newscasters, designated to join Howard K. Smith and Paul Niven of CBS Radio's European staff for CBS radio's coverage of Queen Elizabeth's coronation in London on June 2, 1953.

In this Issue—

MILLIONS of dollars worth of radio and television time is being bought by major political parties. And commercial sponsors may expand special election coverage. *Page 23.*

SPOT buying in both radio and television takes a spurt. At least nine sponsors are going in for bigger campaigns than they used last year. *Page 25.*

IN CASE they hadn't thought of it lately, broadcasters are reminded by AAAA that standard AAAA-NARTB spot contracts contain two clauses banning rate chiseling. *Page 23.*

ANNUAL meeting of Assn. of National Advertisers begins today with three important radio-TV highlights on the agenda. *Page 27.*

ADVERTISING Research Foundation is under way with its job of trying to solve the broadcast ratings riddle. It'll take quite a while, and it won't be easy. Here's the first report on the project. *Page 25.*

NEW Whan study in Boston area shows both radio and TV command big audiences. *Page 46.*

IT'S probable President Truman won't name successor to FCC Comr. Robert F. Jones until mid-October, and when he does, chances are it won't be anybody now on FCC staff. *Page 26.*

ABC and NBC radio networks expect to put new discount structures into effect this week. *Page 26.*

TV grants and applications begin on *Page 58.*

IN EFFORT to get out of the red, WOR-TV New York makes severe retrenchments in staff and programming. *Page 27.*

NARTB's District 10 is given recipe for successful radio operation: Sell hard, with emphasis on local business; maintain rates, and start fighting other media instead of rival stations. *Page 28.*

ABC and United Paramount Theatres submit joint brief which they hope will wind up their merger case before the FCC. Its 167-page argument for approval. *Page 31.*

HOUSE subcommittee continues its search for immorality on radio and television. *Page 32.*

Upcoming

Sept. 29: CBS Radio Affiliates Committee, Hotel Ambassador East, Chicago.

Sept. 29: ABC Western Div. radio affiliates fall meeting, Beverly Hills Hotel, Hollywood.

Sept. 29: Tall Tower meeting, FCC, Room 2230.

Sept. 29-Oct. 1: Assn. of National Advertisers, Hotel Plaza, N. Y.

Sept. 30-Oct. 1-2: NARTB TV Code Review Board, Ambassador Hotel, N. Y.

(Other Upcomings, page 32)

Closed Circuit

(Continued from page 5)

TV stations in Albany, Binghamton, Buffalo, New York, Rochester and Syracuse.

GIVEN some measure of credit for avalanche of telegrams on Nixon vindication was Fulton Lewis jr., who on two successive broadcasts over Mutual, urged his listeners to support GOP vice presidential nominee. These broadcasts preceded Nixon's Tuesday night simulcast.

PETER PAUL Mounds, through Maxon Inc., New York, undertaking general rejuvenation of its present radio schedule in about 100 markets, resulting in increased frequency on many stations already carrying spots. In addition, by first of year about 15 new stations may be added.

CBS SEEMS TO be keeping its books balanced politically down to nth degree. Frank Stanton, CBS president, called on Democratic Nominee Stevenson last Monday in New York. Earl H. Gammons, CBS Washington vice president, joined Eisenhower entourage last Thursday as "working reporter" for short trip.

IS J. LEONARD REINSCH heading back into Democratic National Committee activities? TV consultant to committee in pre-convention and convention activities, he returned to Cox radio & TV operations following Stevenson nomination. He breakfasted last Friday with new DNC Chairman Stephen A. Mitchell and his assistant, Hy Raskin, and it's logically presumed that radio-TV campaigning was main topic.

ANY NOTION that Senate Internal Security Subcommittee, which alleged communistic domination of Radio Writers Guild in recent explosive report [B•T, Sept. 1], has concluded its job is dispelled by little-noticed passage in report itself. Report states that hearings covered constitute "just one facet of one phase of work" of subcommittee. Next move could well be calling of network representatives to testify on purported Red infiltration.

NOW THAT Telford Taylor has resigned as administrator of Small Defense Plants Administration (with parting burst of fire against Secretary of Defense Lovett) he will pick up, among his clients, Joint Committee on Educational Television, which pays reported $25,000 annual fee out of Ford Foundation endowment. He represented JCET from October 1950 through FCC hearings which wound up in early '51, and until he assumed government job.

TWO TV APPLICATIONS

TWO NEW TV applications—one joint bid by KWFT and KTRN Wichita Falls, Tex. (see story page 57)—reported filed at FCC Friday. Two applicants are:

Wichita Falls, Tex.—Wichita Falls Television Inc., vhf Ch. 6, ERP 22.3 kw visual, antenna height above average terrain 495 ft. Estimated construction cost $264,215, first year operating cost $250,000, revenue $280,000. Applicant is jointly owned by KWFT and KTRN, which assert independent competitive AM operations will continue.

Rochester, N. Y.—WARC Inc. (WARC), uhf Ch. 15, ERP 102.5 kw visual, antenna 434 ft. Estimated cost $200,588, first year operating cost $257,988, revenue $296,807.

for more AT DEADLINE see page 118

"Central Michigan's Best Salesman"

5,000 WATTS
LANSING, MICHIGAN

announces the appointment of

The O. L. Taylor Company

as

National Representatives

EFFECTIVE OCTOBER 1, 1952

WILS

To a radio advertiser who saw a headline like this

Disaster Regions Named as a Step To Drought Loans

—

Crop Losses Are Rising
Livestock Endangered;
[redacted] Is Worst Hit

instead of this

IOWA CORN OUTLOOK BEST EVER

... that's WMT land where the everything-outlook is great

CEDAR RAPIDS
600 KC 5,000 WATTS
BASIC CBS RADIO NETWORK
REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

Agency Beat	14
Aircasters	54
Allied Arts	100
Book Review	104
Editorial	50
FCC Actions	110
FCC Roundup	115
Feature of Week	16
Film Report	70
Front Office	52
New Business	12
On All Accounts	14
Open Mike	18
Our Respects to	50
Programs, Promotion, Premiums	102
Strictly Business	16
Telestatus	68
Upcoming	32

TELECASTING Starts on page 55

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: Harold Hopkins, John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Evelyn Boore, Kathryn Ann Fisher, Pat Nickens, Blanche M. Seward, Wanda Speights; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Sales Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor *Schadi,* Joan Sheehan, Emmy Lou Helmer; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Mildred Young, Elwood M. Slee, Ernest Kanelopoulos, Betty Jacobs, Jimmy G. Holden

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355.* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

XUM

The 3542-ton steel frame for Lever House was fabricated and erected by Bethlehem. *Architects:* Skidmore, Owings & Merrill; *Structural Engineers:* Weiskopf & Pickworth; *General Contractor:* George A. Fuller Company.

Tower of Glass on Park Avenue

This is Lever House. Occupying the entire block-front on Park Avenue between East Fifty-third and East Fifty-fourth Streets in New York, it contains the executive and administrative offices of Lever Brothers Company.

It strikes a new note in architectural treatment. Outstanding beauty has been combined with sound functional design. Extensive use of blue-tinted heat-absorbing glass gives it a cool, transparent appearance. The sidewalk level is almost completely open, creating the illusion of a structure without a street floor. The second floor covers three-quarters of an acre. This floor surrounds an open court, and on its roof is a landscaped terrace. Above this rises a slender 21-story tower. Each floor in the tower has approximately 6000 square feet of office space. In the basement is a private garage.

Lever House is completely air conditioned. Fluorescent lighting, acoustical ceilings, cellular steel floors, continuous fixed windows, and blue curtain wall spandrels of wired glass are some of the other features of interest.

This is the newest of many Park Avenue buildings for which Bethlehem has fabricated the steelwork. Among the others along this famous boulevard are the Waldorf-Astoria Hotel, the New York Central Building, the Tishman Realty Co. Building, and 100 Park Ave.

BETHLEHEM STEEL

BETHLEHEM STEEL

American Com

announces the

EDWARD PETRY

as representatives for stations

(EFFECTIVE IMMEDIATELY)

Broadcasting pany

appointment of

& COMPANY, INC.

KECA-LOS ANGELES-KECA-TV

ABC OWNED STATIONS

now represented by the EDWARD PETRY COMPANY

KECA	Los Angeles	KECA-TV
WJZ	New York	WJZ-TV
KGO	San Francisco	KGO-TV

XUM

new business

Spot • • •

FLORIDA CITRUS COMMISSION sponsoring 15-minute program three times weekly on following stations: WGST Atlanta; WGAC Augusta; WVOK Birmingham; WSMB New Orleans; KCIJ Shreveport; WESC Greenville; WHAN Charleston; WSOC Charlotte, N. C.; WGBG Greensboro; WNAO Raleigh; WDIA Memphis; WBIR Knoxville; WSOK Nashville; WDEF Chattanooga; KNUZ Houston; WRR Dallas-Ft. Worth; KONO San Antonio [B•T, Sept. 15]. Agency: J. Walter Thompson Co., Lakeland, Fla.

JOHN H. WILKINS Co., Washington (coffee, tea), will introduce products in that area Oct. 8-9 with radio-TV spot campaign. Permanent campaign will get underway after introductory period. Agency: M. Belmont Ver Standig Adv., Washington.

STANDARD OIL Co. of Calif., S.F., starts weekly half-hour *Standard Hour-TV* next week for 13 weeks on KECA-TV Los Angeles, KGO-TV San Francisco (Oct. 1), KFMB-TV San Diego (Oct. 2), KING-TV Seattle (Oct. 5), KPHO-TV Phoenix and KSL-TV Salt Lake City (Oct. 6). Programs reportedly involve $500,000. Agency: BBDO, S. F.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, starts radio and film TV spot announcement and participation campaign for new Life cigarettes today (Monday) for 13 weeks. Stations in first two markets include: KFI Los Angeles, KNX KTLA (TV) KLAC (TV) KNBH (TV) KNXT (TV) Hollywood. Other markets will be added. Agency: Ted Bates & Co., N. Y. **THOMAS F. HARRINGTON** is account executive.

Network • • •

STERLING DRUG Inc., N. Y., renews sponsorship over Mutual of *Ladies Fair*, Mon., 11-11:25 a.m. EST, effective Sept. 29, and of *John J. Anthony Hour*, Sun., 9:30-10 p.m. EST, effective Oct. 5. Agencies: Dancer-Fitzgerald-Sample, N. Y., for former program and Thompson Koch Co. Inc., same city, for latter.

AMBER BREWING Co., S. F. (Regal Pale beer), has started *Tom Hanlon's Press Box*, roundup of national football scores on nine CBS Radio stations in California, Sat., 4:45-5 p.m. PDT, for 11 weeks from Sept. 20. Agency: Abbott Kimdall Co., S. F.

TONI Co., Chicago, renewing *Break the Bank* over ABC radio, Tues. and Thurs., 11:30 a.m.-12 noon EDT, for additional eight weeks, starting tomorrow (Tuesday). Agency: Foote, Cone & Belding, Chicago.

PLYMOUTH Div. of Chrysler Corp., Detroit, to sponsor Dec. 27 annual East-West Shrine football game on Mutual and DuMont TV Network. Agency: N. W. Ayer & Son, N. Y.

RIGGIO TOBACCO Corp. (Regents cigarettes) to sponsor *America Calling* on CBS Radio, Sun., 4-4:30 p.m., starting Oct. 19. Agency: Hilton & Riggio, N. Y.

GENERAL FOODS (Sanka coffee) signs for sponsorship of Galen Drake on CBS Radio, Sat., 1:55-2 p.m. effective Oct. 11. Agency: Young & Rubicam, N. Y.

MILNER PRODUCTS Co., Jackson, Miss. (Pin-Sol disinfectant), signs for new Robert Q. Lewis musical show on CBS Radio, Sat., 9:45-10 a.m., in debut as network radio sponsor. Show starts Nov. 1. Agency: Gordon Best, Chicago.

SEALY MATTRESS Co., L. A., started five-minute segments of *Chet Huntley and the News* on 16 ABC radio stations, Tues., Thurs., 5:30-5:45 p.m. PDT, for 52 weeks from Sept. 23. Agency: Alvin Wilder Adv., L. A.

REYNOLDS METALS Co., Richmond and Louisville, to sponsor coverage of Kentucky Futurity harness race at Lexington, Ky., on CBS Radio, Oct. 2, 6:15-30 p.m. EST. Agency: Buchanan & Co., N. Y.

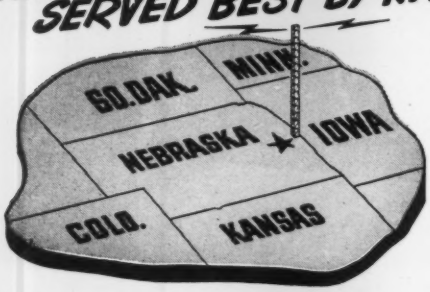
PRUDENTIAL INSURANCE Co. of America, L. A., sponsoring newscasts by Virgil Pinkley, editor and publisher of *Los Angeles Mirror*, on 27 ABC Pacific Coast radio stations twice weekly, 5:15-5:30 p.m. PDT, for undetermined length of time. Broadcasts start today (Monday). Agency: Calkins & Holden, Carlock, McClinton & Smith, L. A.

PEARSON PHARMACAL Co., N.Y. (Endds), starts *Hollywood*

(Continued on page 103)

The Nebraska State Fair — Nebraska's biggest show — is KFAB's biggest show and is this month's achievement story. Thousands of KFAB fans from the farm, from the small towns and the cities of the Midwest Empire meet at the Fair every year. They come to exhibit their crops, their stock and their handiwork. They come to see new things in machinery, tools and conservation . . . and they come to see the big KFAB shows which originate at the Fair. Over 100,000 men, women and children watched and took part in KFAB shows this year. KFAB's yearly achievement at Nebraska's big agricultural exposition results in daily achievements for the advertiser. Get the facts on the "achievement station" today . . . from a Free & Peters man or General Manager Harry Burke.

THE MIDWEST-EMPIRE SERVED BEST BY KFAB



Want More Sales

FOR YOUR PRODUCT IN NORTHERN OHIO?

WGAR's RETAIL SPECIALIST will help you

WGAR announces a new service, designed to boost in-store promotions and to build store traffic—*and* sales!

Here's a new specialist at your service. Miss Meg Zahrt has joined the WGAR staff directly from Broadcast Advertising Bureau—to climax a career of successful programs and promotions.

She has been, successively, advertising manager, sales promotion manager, public relations director and radio director for major department stores in Ohio—and knows every aspect of radio promotion of retail sales.

consult MEG ZAHRT

NORTHERN OHIO'S ONLY FULL-TIME RADIO RETAIL SPECIALIST

WGAR *the SPOT for SPOT RADIO*

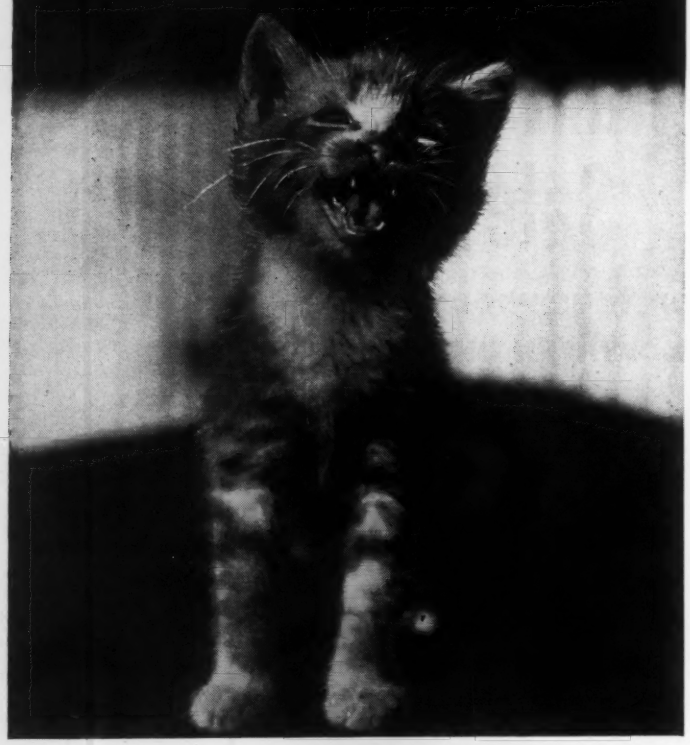
RADIO . . . AMERICA'S GREATEST ADVERTISING MEDIUM

WGAR Cleveland • 50,000 WATTS • CBS

EASTERN OFFICE: 665 FIFTH AVE., NEW YORK CITY

Represented Nationally by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd. Toronto.

ABOUT OUR BETTER MOUSETRAP . . .



If you had a real mouse problem you'd surely select an *active*, rather than a passive method of catching mice.

A baited spring trap will catch mice, but the mouse must come to *it*. The best method is the employment of the services of a lean, ill-disposed and aggressive cat, for *the cat goes to the mouse* and that gets results!

How about your radio schedules? Are you buying on baited traps or good active cats?

May we suggest the services of the biggest cat in the teeming Oklahoma City market? It's 50kw KOMA, the CBS Radio equipped denizen that goes out and gets the listener with generous promotion, strong local programming and a 25 year old knowledge of their listening habits.

KOMA *Avery-Knodel, Inc.*

AFFILIATED WITH KTUL, TULSA — RADIO STATION REPRESENTATIVES

50,000 WATTS • CBS RADIO

J. J. BERNARD *Vice-President and General Manager*

agency

DR. WALLACE H. WULFECK, vice president, William Esty, & Co., N. Y., named chairman of agency's executive committee and assistant to president JAMES J. HOULAHAN.

STEWART K. WIDDESS, president, Abbott Kimball Co., L. A., to Dayton Co., Minneapolis, as vice-president and publicity director, effective Jan. 1.

WINSTON S. DUSTIN appointed manager of newly opened Nashville, Tenn., office of Gardner Adv., Co.

Mr. Dustin

HAROLD GRAFER, general manager-vice president, Norex Co., subsidiary of Schenley Industries, N. Y., to McCann-Erickson, N. Y., as vice president and general executive.

RUSSEL M. LADUE Jr., Dunay Co., N. Y., and B. McC. GOLDSMITH, Wrigley Spearmint toothpaste, to Fred C. Zusi Agency, N. Y., as copy chief and account executive, and drug marketing analyst and account executive, respectively.

ROBERT A. McNELL, vice president and member of plans board, W. Earl Bothwell Inc., elected president of Thompson-Koch Co., N. Y.

on all accounts

WILLIAM WILROY WILSON Jr., radio and television manager, Young & Rubicam, Chicago, prefaced his agency work with several years in the talent and broadcast fields. A musician for many years, he worked with bands until 1945, spending the next six years in radio and television.

Born in Boston, Bill Wilson has lived most of his life in Chicago, where as a high school youth he formed his own dance band (an eight-piece combo), booking it for as many as four proms in one night. When the demand became even greater, he went into the booking business for other young musician groups.

This sideline activity, continued during his two years at Morgan Park Junior College, came to a temporary stop when he enrolled at Drake U. in Des Moines, and resumed as a full-time career on his return to Chicago. He worked for a band management company, and was a manager, promoter and general adviser to Lawrence Welk, a long-time friend. When personal appearances and other duties demanded most of his time on the road, he decided to settle down as a family man.

Mr. WILSON

First step was to sell his drums, buy a car and take a job as a district salesman for the U. S. Gypsum Co. in Michigan. After a year, he was transferred back to Chicago as assistant to the district sales manager, remaining there until 1945.

Switching from the Gypsum company to radio—and ABC—was a big change, but he had learned a lot about broadcasting while in the talent management and booking business. He had set up a formula in his spare time for dance band men, spotting their one-night stands in cities where they were already known and would draw a large crowd. Top band men appearing at Chicago's Aragon, for example, broadcast regularly on the Mutual network from WGN.

In a postcard survey, Mr. Wilson found out which stations carried the sustaining musical programs from the ballroom and, therefore, in which sections of the country the band was well known. Gates were of course larger when the band was established in the minds of local radio listeners.

He joined ABC Chicago in 1945 as sales promotion manager and transferred to spot sales the following year. Before the network's

(Continued on page 40)

XUM

beat

WRIGHT NODINE, vice-president in charge of West Coast, W. Earl Bothwell Adv., Hollywood, transfers to Geyer Adv., that city, in same capacity following merger of two agencies.

THOMAS J. COSTELLO, financial editorial department, *New York Herald Tribune,* to staff of Albert Frank-Guenther Law Inc., N. Y.

DAVID YOUNER, production manager and account executive, Shephard & Edwards Adv., N. Y., opens **DAVID YOUNER Assoc.,** 33 W. 42d St., N. Y.

BOB SWYSGOOD, radio-TV director of Lowe Runkle Co., Oklahoma City, to Curt Freiberger Agency, Denver, as TV director.

BRUCE HALL, account executive, White Adv., Oklahoma City, appointed manager of agency's Tulsa office.

ANTHONY J. DiLISLE to W. B. Doner & Co., Detroit, as media director.

PAUL C. PHILLIPS to radio-TV department, N. W. Ayer & Son, N. Y., as supervisor of TV production. **WILLIS RANNEY** returns to plans-merchandising staff, Phila., after 16-month tour of duty with Air Force.

RICHARD R. LUKASIAK appointed art director, Ecoff & James, Phila.

MARJORIE R. SMELTZER, J. Walter Thompson Co., N. Y., to Foote, Cone & Belding, same city, on creative staff. **BRUCE CLERKE** added to staff as fashion coordinator and stylist. **LOUISE SMART,** Benton & Bowles, to FC & B on creative staff.

ARTHUR T. DUHAIME, Ruthrauff & Ryan, Chicago, to executive staff, Strauchen & McKim, Cincinnati.

LEWIS P. NACHOD, copy chief of public relations and publicity department, Gray & Rogers, Phila., to copy staff, Hening & Co., same city.

JACK BOZARTH, Cowan Adv., Bridgeton, N. J., to Geare-Marston Adv., Phila.

MEREDITH WILEY, director of personnel, Gardner Adv., St. Louis, elected director of city's chapter of National Office Management Assn.

RICHARD J. THAIN Jr. to Vaughan & Spencer, Chicago, as vice president in charge of copy. New agency name is **VAUGHAN, THAIN & SPENCER.**

LEON G. WILCOX elected vice president at Critchfield & Co., Chicago.

WILLIAM F. TREADWELL to Leo Burnett, N. Y., Oct. 1, as manager of public relations.

MAUREEN CHRISTIE, Dorothy Preble Agency, L. A., to Preston-Merril Adv., N. Y., as timebuyer.

ALLAN J. COPELAND elected vice president-director, Paul Grant Adv., Chicago.

JOHN CAPLES, vice president, BBDO, N. Y., and **GEORGE LAFLIN MILLER,** vice president, R. T. O'Connell Co., appointed lecturers at Columbia U.'s Graduate School of Business.

A. R. MUNNERLYN, head of A. R. Munnerlyn Assoc., S. F., to Homemakers Research Bureau, L. A., as merchandising director.

YARDIS Adv., Phila., moving offices to 2116 Walnut St., that city.

BRUCE L. ALTMAN Adv., Hollywood, moves to 9004 Sunset Blvd. Telephone is Bradshaw 2-5446.

Obviously OUTSTANDING...

A GIANT OF POWER FOR PEORIAREA

It takes GIANT electrical power to supply the requirements of Peoriarea industries . . . plants which produce millions of dollars worth of goods annually. It also takes GIANT power to supply electricity for 580,000 prosperous Peoriarea people.

A GIANT OF POWER FOR ADVERTISERS

It takes GIANT advertising power to produce maximum SALES RESULTS in the Peoriarea. WMBD has that GIANT power which consistently brings advertisers MORE listeners per dollar... more SALES per dollar. To SELL the Peoriarea . . . BUY WMBD!

See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

Triple-Threat Sales Force

Now Available

With its new afternoon "Pattern for Pleasure," WRC offers *three* good reasons for the advertiser to include Washington's first radio station on his fall spot schedule. These two hours of live entertainment, Monday through Friday, feature three of Washington's most popular air personalities.

NANCY OSGOOD
12:15-12:45 p.m.

. . . News and interviews, for and about women. . . .

BILL HERSON
12:45-1:45 p.m.

. . . Recorded and live music by WRC's well-known morning man. . . .

GENE ARCHER
1:45-2:15 p.m.

. . . Washington's favorite baritone, accompanied by the Cliff Quartet. . . .

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC • 93.9 FM
Represented by NBC Spot Sales

feature of the week

A NEW approach to the use of television in reporting the news will be employed in *All-Star News*, to be launched Oct. 9 by ABC-TV as a full-length nighttime news digest series.

It will "for the first time, bring to the TV audiences of America an overall coverage of the news, from every major viewpoint and from every feature story viewpoint," according to Charles Underhill, national director of TV programs for ABC.

Mr. Underhill

Scheduled four hours a week of evening time on ABC-TV, *All-Star News* will be telecast Sunday, 8-9 p.m.; Monday, 9-10 p.m.; Wednesday, 8-9 p.m.; Thursday, 8-8:30 p.m., and Friday, 8:30-9 p.m.

"Our idea," Mr. Underhill said, "is to utilize the experience we gained in covering the two national political conventions in Chicago in reporting the day-to-day news of the world. We plan to call on all of our own news reporters and analysts and to make extensive use of guest experts to give the American public the best understanding possible of the news of the day and its meaning."

Louis Ruppel, veteran newsman who at one time was publicity director of CBS and recently editor of *Collier's* magazine, will head up the news operation as "managing editor behind the cameras," Mr. Underhill said. The program will originate in the ABC-TV newsroom in New York.

John Denson, former managing editor of *Collier's* magazine and assistant managing editor to Mr. Ruppel when he was with the *Chicago Times*, and Bill Stapleton, World War II combat correspondent and a member of *Collier's* editorial staff, will assist Mr. Ruppel in assembling the news.

ABC news "names" such as Elmer Davis, Martin Agronsky, Pauline Frederick, Gunnar Back, John Edwards and Bryson Rash from ABC's Washington news staff; Paul Harvey, Taylor Grant, Leo Cherne, Austin Kiplinger and others, will be seen and heard. A typical hour-long telecast will report as many as 18 news stories and employ 25 to 30 personalities.

Telecasts will be available for sponsorship on almost any basis except national spot, he said. An advertiser can buy a quarter-hour or perhaps a 10-minute segment, either across the board or on certain days each week, on a continuing schedule or he may use the program for special campaigns.

Although ABC would like every TV affiliate to carry each *All-Star* telecast in full, the present competitive situation in both stations and network facilities is such that the hour-long programs are being made up into two half-hour segments, so that a station may take either half-hour.

strictly business

ARNOLD C. (JACK) GRAHAM, advertising manager of Goebel Brewing Co., Detroit, measures 6' 1" in height but a group of Dutch dolls only 14" tall led him to his biggest deal in television.

It happened in studios of Transfilm Inc., New York, when Mr. Graham and an agency adman were investigating facilities of several video film producers. After they had viewed regular samples exhibited by Transfilm, one of the producer's executives remarked that he also had something a little different to show them.

The "something different" turned out to be a series of film produced in Holland, using dolls "brought to life" through a stop-motion technique. Within 15 minutes, Mr. Graham was talking on the phone

(Continued on page 105)

Mr. GRAHAM
. . . *"same kind of thrill"*

MELODY BALLROOM

WFBR crack disc jockey show—is the No. 1 radio record show in Baltimore in the afternoon!

Looking for a participation show you can brag about, instead of having to justify? WFBR's home-grown Melody Ballroom carries *more* audience than any other afternoon radio record show—*more than high-cost TV shows!* Make *sure* your radio dollar's well spent in Baltimore—buy Melody Ballroom on WFBR. Just ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE MD

XUM

Master of Ceremonies and Sales

COLOSSUS OF THE CAROLINAS

WBT's cheerful, chipper Fletcher Austin gives the charm and conviction to a banquet or a break which have made him one of the most popular of Carolina personalities — on or off the air. Rightly representative of WBT's superlative air staff, Fletcher can make your commercials sing and sell among 3,000,000 WBT-Carolinians.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Marketbook

EDITOR:

. . . [The 1952 MARKETBOOK] certainly is the most exhaustive compilation of information I have ever seen and I find the map most helpful.

Leslie T. Harris
Director, Radio & TV
Colgate-Palmolive-Peet Co.
Jersey City, N. J.

* * *

Clarification

EDITOR:

On page 112 of your Sept. 15 issue I am quoted as saying that—"a majority of commercial telecasters feel they would be faced with strong competition if educational stations take the air."

Obviously, this is a ridiculous statement and those who know me should know better than to attribute it to me. What I did say was:

open mike

1. A majority of commercial telecasters were opposed to the reservation of educational channels chiefly because they felt such reservations should have been allotted for commercial use.

2. That television was not merely a new gadget, but an instrument which would ultimately change our way of life, and that some way must be found for educators to take advantage of it. To this end I suggested that the governor call a conference to explore in detail the whole problem.

Howard Chernoff
General Manager
KFMB-AM-TV San Diego

[EDITOR's NOTE: The story in question was based on an official report given to B•T by KFMB-TV. However, B•T is glad to give Mr. Chernoff a chance to set the record straight.]

Lost & Found

EDITOR:

. . . I thought you would be interested in knowing that as a result of the story that you ran [ON ALL ACCOUNTS], I have gotten notes from a good many long lost friends . . . a darn fine testimonial for the readership your magazine gets.

John H. Forshew, Manager
J. Walter Thompson Co.
Lakeland, Fla.

Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Serveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short.* Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Animal Act

EDITOR:

. . . Your article titled "Who's Lyin'?" (Aug. 18) prompts me to justify the best I can who it is.

The attached photostat of a newspaper clipping shows a stunt I engineered March, 1948. The Barnes Bros. Circus was at the Olympia, and Tennell Jacobs, world famous lion trainer, permitted us to work with one of his pets in his cage.

Needless to say, I was a bit frightened at the time, but not

nearly as frightened as I get now when I think about it. I'm now five years older and a bit wiser.

All of this I believe establishes the fact that Mr. Deane was not the first radio man to trifle with lions on their stomping ground, at least not before myself.

Eddie Chase
CKLW Detroit

* * *

For the Archives

EDITOR:

In the interest of accuracy in the broadcasting archives, I feel that I should correct one error which appeared in your fine article on CBS' 25th birthday in your Sept. 22 issue. You stated that Jerome H. Louchheim's purchase of control of the network in 1927 "was completed against advice of Mr. Louchheim's lawyer, Ralph Colin, who soon became a CBS director and general counsel . . ."

The facts are that Mr. Louchheim was a client of my ex-senior partner, Wilbur Ball. Mr. Louchheim came up from Philadelphia to consult Mr. Ball. Mr. Ball not only thought Mr. Louchheim was crazy to consider the purchase, but thought so little of the likelihood that the purchase would be completed, that he turned over the matter of investigation to me—then a young man of 26. I spent 10 days in a thorough investigation and then prepared a written report to Mr. Louchheim, which I delivered to him personally in Philadelphia, where it was analyzed in consultation with Mr. Isaac D. Levy and Mr. Arthur Judson.

I believe that it was on the basis of my generally favorable analysis

(Continued on page 53)

Radio Station

KFI

LOS ANGELES

THE WEST'S ONLY 50,000 WATT 1-A CLEAR CHANNEL STATION

is pleased to announce

THE HENRY I. CHRISTAL COMPANY

NEW YORK AND CHICAGO

Will act as its national sales representative

KFI with its more than 30 years of coverage of the entire west believes that the Radio medium is best served by a representative who concerns itself only with selling radio... *and is proud to join such outstanding radio stations as...*

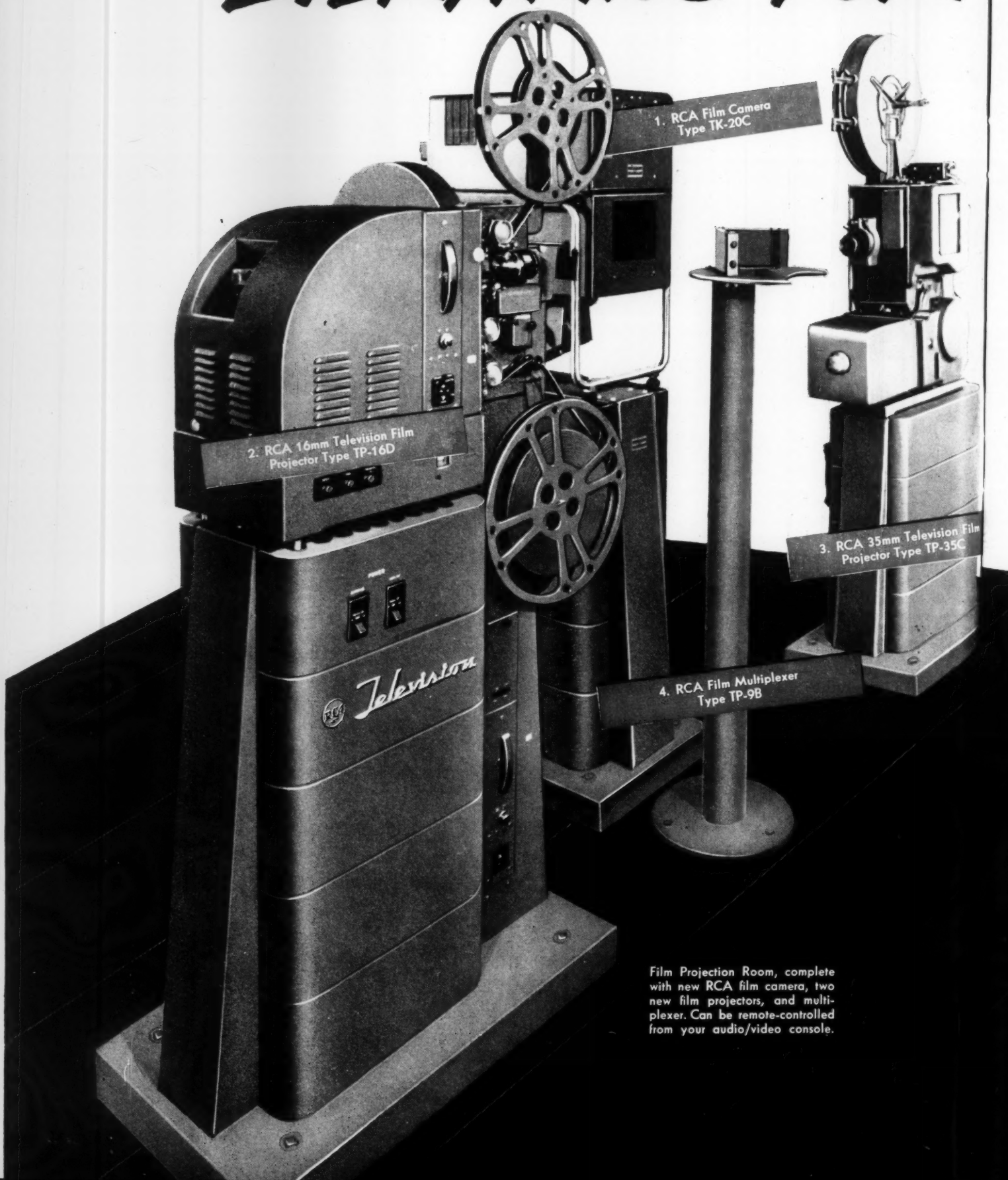
WJR—Detroit, *50,000 watts*
WDAF—Kansas City, *5,000 watts*
WGAR—Cleveland, *50,000 watts*
WBEN—Buffalo, *5,000 watts*
WTMJ—Milwaukee, *5,000 watts*
WGY—Schenectady, *50,000 watts*
WHAS—Louisville, *50,000 watts*

now being served by this national radio sales representative.

GOOD LUCK, HANK

Earle C. Anthony, Inc.

EVERYTHING FOR



Film Projection Room, complete with new RCA film camera, two new film projectors, and multiplexer. Can be remote-controlled from your audio/video console.

XUM

CO-ORDINATED FILM SYSTEMS

1. New Film Camera Type TK-20C produces clear pictures approaching the quality of studio pick-ups. Low noise level. No image "sticking." No constant shading needed. It looks equally well with the 16mm projectors, and 3" x 4" opaque slide projectors.

2. The 16mm TV Film Projector Type TP-16D makes film programming practical, economical. It's entirely self-contained. It's designed and built only by RCA.

3. The 35mm TV Film Projector TP-35C uses a highly efficient pulsed light source. The projector operates without a shutter mechanism, is completely self-enclosed (including film mechanism) . . . and it's designed and built by RCA!

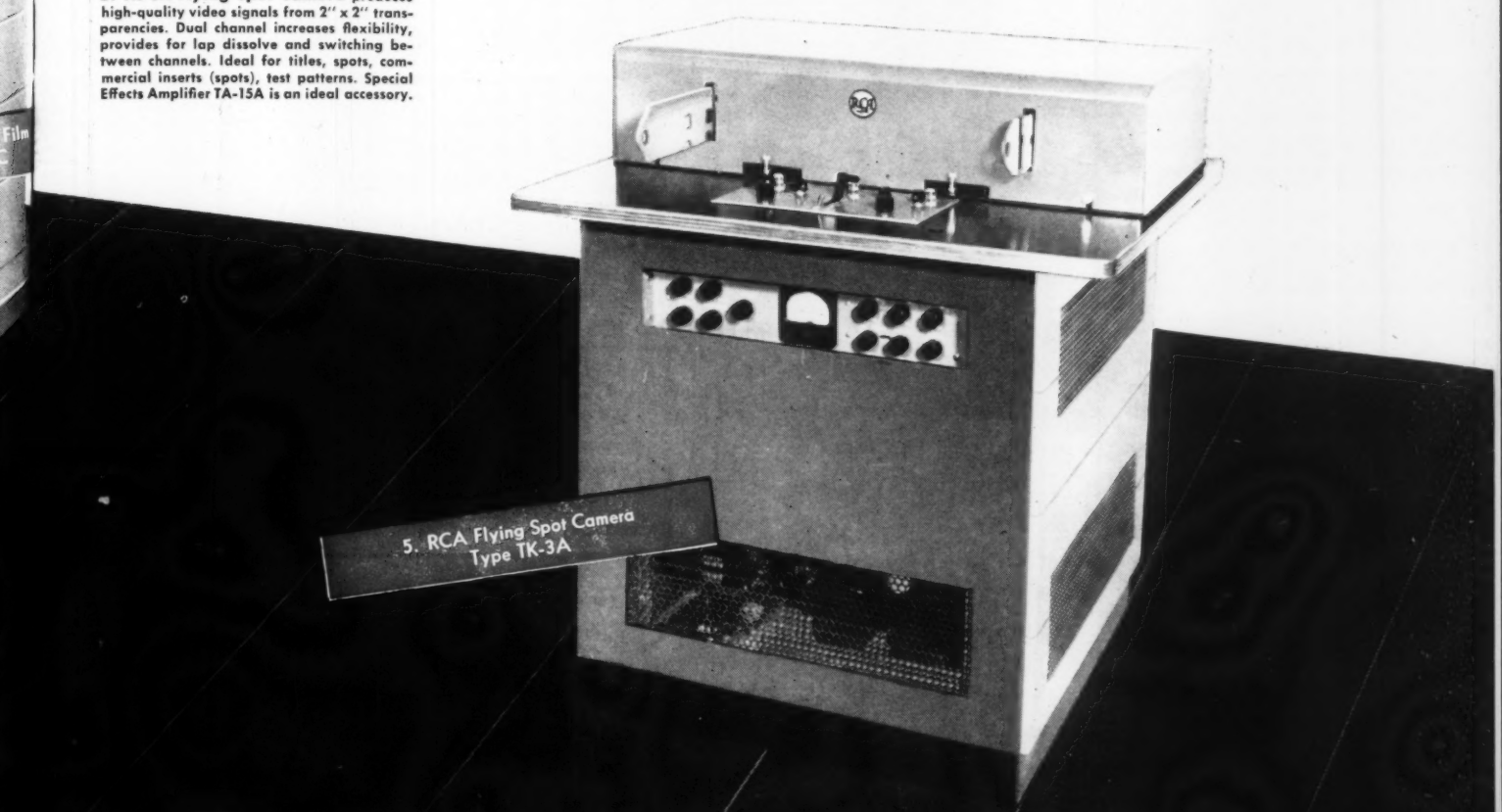
4. Type TP-9B Film Multiplexer enables you to use two projectors with one film camera for maximum program flexibility.

5. TK-3A Flying Spot Camera produces high-quality video signals from 2" x 2" transparencies. Dual channel increases flexibility, provides for lap dissolve and switching between channels. Ideal for titles, spots, commercial inserts (spots), test patterns. Special Effects Amplifier TA-15A is an ideal accessory.

RCA is your headquarters for a complete line of television film equipment. If you need 16mm or 35mm television projection equipment, RCA has the finest. If you want a revolutionary film camera, RCA has it. Kinescope recording equipment, automatic slide projectors, flying spot cameras, automatic processors, and miscellaneous accessories such as rewinders, reels, slide viewers, and film cleaning equipment, also are available.

RCA equipment can be used in many different combinations to fit your planning and budget. For example, you can start with a complete film projection setup as illustrated here. Or you can start simply with a film projector, and add facilities as your program service grows. Note this fact, too: *RCA Service Company engineers are available on a nationwide basis to keep your RCA film equipment in top condition!*

Film systems planning is another RCA television service available to you through your RCA Broadcast Sales Representative. Take advantage of his broad experience.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

"Whole-hearted thanks to KWKH"

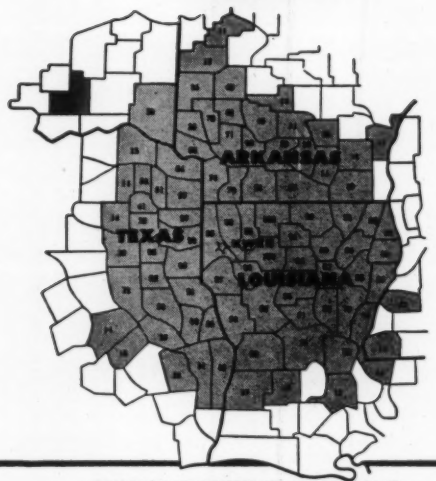
Says M. A. DICKSON

President, Shreveport Druggist, Inc.
(Operators of Super Drug Stores)
IMPORTANT DRUG CHAIN EXECUTIVE

As President of a group of alert drug merchandisers, and as a resident of the area which KWKH serves, Mr. Dickson is well-qualified, indeed, to select wisely among the advertising media in Shreveport. Late this summer, Mr. Dickson wrote us as follows:

"Please accept our whole-hearted thanks for the job which you are doing for us with "I Was A Communist". It is indeed a pleasure to have such a program on your station, in view of the competent services you have rendered us . . . and the low cost-per-listener on KWKH. We are proud to have our program included on your Fall lineup which promises to be such a terrific success.

(Signed) M. A. *Dickson*"



KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949
KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

50,000 Watts · CBS Radio ·

SHREVEPORT LOUISIANA

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING

Vol. 43, No. 13 SEPTEMBER 29, 1952

POLITICAL SPENDING SPREE

Is Network, Spot Windfall

By JOHN OSBON

BUSINESS is booming in network and spot, thanks to beaverish—not to say unprecedented—political activity.

A multi-million dollar sales volume is tied up, one way or another, in this spirited 1952 Presidential campaign, with the major political parties and allied groups furnishing a bulk of potential gross time billings.

Major factors in this heavy volume are simulcasts, radio and TV spot announcements and station breaks, local films and transcriptions, regional hookups and election coverage.

Newest major development involving a national advertiser is that surrounding negotiations between MBS and the Chevrolet Div. of General Motors and Chevrolet Dealers of America for all-night radio coverage of election returns. It was understood that Mutual was nearing completion of arrangements. Details of the proposed contract, including the cost, were not ascertained immediately.

Lineup of Advertisers

If negotiations are consummated, Chevrolet would join Westinghouse Electric Corp., Admiral Corp. and Philco Corp. as sponsors of election coverage. These advertisers have contracted for sponsorship of returns as part of their coverage of national political nominating conclaves.

The lineup comprises Westinghouse on CBS Radio and Television, plus four DuMont TV Network outlets; Admiral on ABC radio and TV; Philco on NBC radio and television. Each paid roughly $2 million, give or take either way, for sponsorship.

Additional broadcast revenue is reflected in these developments:

- **The National Citizens for Eisenhower Committee will spend $2 million for a national radio-TV spot series on behalf of the candidacy of Gen. Dwight D. Eisenhower. Ted Bates & Co. is the agency.**
- **Republicans also are preparing radio and TV spots with local groups seeking time on their community stations. Kudner Inc. and BBDO, which are handling the GOP National Committee account, are supervising this production phase, but not buying the time.**
- **Democrats reviewed a spot campaign blueprint for radio in which an estimated $40,000 worth of time availabilities and production costs are tied up by the national committee, not to mention hundreds of thousands of dollars to be sustained by local political groups.**
- **They also plan about $1 million worth of outlays for network simulcasts alone during October; the Republicans have committed more than half that total.**

DWIGHT D. EISENHOWER is turning actor to promote his political fortunes as Republican Presidential standard-bearer. He discusses the precedent-breaking $2 million radio-TV spot announcement campaign with Rosser Reeves (r), partner in Ted Bates & Co. and idea creator.

* * *

With respect to Chevrolet, Mutual said all scheduled programs except newscasts would be cancelled to make way for continuous coverage of the returns from the time the polls close Nov. 4. Results of local and state races as well as the national campaigns will be covered.

The Democratic party high command reviewed plans for a radio spot drive and related broadcast activity at a meeting in Springfield last Wednesday. The Joseph Katz Co. has completed the blueprint for an extensive spot campaign designed to reach millions throughout the nation.

The radio-TV series for Gen. Eisenhower numbers some 80 announcements, varying in length from 15 seconds to one minute and featuring the Republican Presidential standard-bearer. The spots and station breaks will be sent to 50 key counties in 12 states (lost to the GOP in 1948), according to Rosser Reeves, partner in the agency, who claims to have conceived the idea. The format will be that of the "man in the street."

Mr. Reeves raised $100,000 to launch production and prevailed on the General to sit two days for 40 TV films and 40 radio announcements. The citizens committee appropriated $1 million at the outset and, at last notice, was starting on its second million.

After conceiving the idea, Mr. Reeves held a party in New York City's "21" for a "moneyed group sympathetic to Eisenhower," the agency reported. They liked the idea and agreed to help raise the fund. The GOP high command also approved it, cocking an eye on the $3 million ceiling for all campaign expenditures.

It was believed that the meeting inspired the published reports that the national committee had planned to ask advertisers to donate time for Eisenhower tran-

(Continued on page 24)

RATE-CUT WARNING

AAAA Pact Cited

RATE chiseling and special deals violate the standard NARTB-AAAA contracts, stations were warned last week.

Frank Silvernail, chairman of the AAAA Committee on Radio & Television Broadcasting and radio-TV timebuying manager of BBDO, called attention to anti-chiseling language in the contracts used by AAAA members. In a letter to Stanley G. Breyer, KJBS San Francisco, Mr. Silvernail said he "read with interest the reference in the Sept. 8 BROADCASTING • TELECASTING to your 'attack on rate chiseling' at the NARTB District 15 meeting."

At the district meeting Mr. Breyer called on station managers in the San Francisco area to sign a memo which would assure all advertisers they are paying the same rate for the same schedule, obligating stations to advise all other signatories of any price concessions.

Quoting language from the NARTB-AAAA contract, Mr. Silvernail said "these provisions, of course, do not require the station to tell any other stations if it makes price concessions, but if the station accepts any business at all on the standard order forms developed by the AAAA and the NARTB, it is contractually obligated to tell its advertisers any time it sells the same service at a lower rate, and to give those advertisers the benefit of the new rate."

The language "makes it very clear what stations are committed to the minute they accept any business whatsoever on the standard contract form."

Mr. Silvernail then posed this question: "Is it possible that this fine print on the back of the standard contract is not well enough known to stations?"

The paragraphs under section 5 of the standard NARTB-AAAA contract for spot broadcasting read as follows:

(a) It is agreed that the time rate named in this contract is the lowest rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date.

(b) All time rates shall be published by the station. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agency if requested in writing to do so.

The original standard contract forms governing agencies and advertisers were adopted in 1933 and revised in 1946.

AAAA and NARTB are near final agreement on agency-station contracts for spot TV.

Mr. SILVERNAIL
. . . hits rate chiseling

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Due to circumstances beyond our control the video portion of this simulcast has been cancelled."

Political Spending Spree Is Windfall

(Continued from page 23)

scriptions. The report was published in Drew Pearson's syndicated column but subsequently denied by a Kudner Agency official contacted by this publication.

The Kudner-BBDO campaign is designed to aid local—Congressional, Senatorial and Gubernatorial—candidates. Series of three 20-second TV films (several hundred spot pressings) have been prepared, with local groups asked to buy time on their stations. Two groups of radio spots—eight 5-minute and 20 one-minute—also have been recorded. Both radio-TV pressings provide for specific support of the individual candidate involved. Throughout the spots run the themes of inflation, corruption and high taxes. They will be seen and heard starting this week.

Gov. Stevenson also has turned actor, having completed 12 one-minute TV film programs and two quarter-hour productions at Filmcraft Productions, Hollywood. In addition, the Democratic National Committee has indicated a preference for documentary-type film and transcriptions, to be used at intervals as a change-of-pace technique [B•T, Sept. 15]. Tapes of all Stevenson speeches and talks by top labor leaders, as well as other groups, also are being made available to local political groups.

The Democratic spot program was prepared at the request of its national committee. Like the GOP blueprint, it will be aimed at areas where the administration hopes to reverse '48 GOP voting sentiments. Spots will cover the four weeks prior to the election.

It was learned Democrats plan to invade some 500 cities in 20 states with radio spots, mostly one-minute in duration and supporting the Democratic party stand on various issues.

Advertising agencies handling the Democratic and Republican advertising programs also are working in terms of coast-to-coast simulcasts, whether on one or two networks.

While the simulcast has come of age in rival political camps, it also is proving a source of heavy revenue for the major networks.

At Kudner offices in the Washington Hotel, Washington, D. C., at least 10 simulcasts are planned in October on a national basis.

In the Democratic camp, word has gone out that simulcasts are desirable to help offset what they claim is the preponderant editorial opposition of the press.

Lighting Importance

There was other evidence of this newly-found reliance on television in Democratic quarters. During the Illinois Governor's speech in San Francisco, Kenneth Fry, radio-TV director of the Democratic National Committee, placed emphasis on good lighting facilities for Gov. Stevenson.

Under this policy, TV was favored over newsreel cameramen who had sought more lights to shoot film. Cameramen were told they would have to operate under the same lighting conditions as TV cameramen to prevent glare on the nominee. The policy will be continued throughout the Governor's itinerary.

Politicians are learning first-hand that lights needed for newsreel shots are not to be confused with the softer, less glaring lights used for television—a point of some controversy on Capitol Hill during Congressional hearings the past year.

The Democratic National Committee has been averaging one simulcast per week and will double the quota in October. In all, about

(Continued on page 36)

THE 'EXPLANATION'

Radio-TV Sidelights of the Nixon Talk

(See Editorial, Page 50)

DECISION of Sen. Richard M. Nixon, GOP Vice Presidential nominee, to take his story direct to the people via radio and television last week resulted in a minor stir at the major networks and stations carrying his dramatic financial report.

Aside from commanding a probable record-breaking radio-TV audience, the talk also caused some unpredictable confusion in broadcasting ranks.

No figures were available last week on the size of Sen. Nixon's radio or television audience, but it seemed certain that research surveys would give the contraversial talk top rating.

Negotiations were closed at virtually the 11th hour for the Nixon talk on NBC-TV, CBS Radio and MBS. An MBS spokesman estimated that perhaps 90% of some 46 million radio homes had heard the broadcast. NBC estimated a possible 25 million viewers over 18.5 million TV sets. CBS placed the "probable and possible" audience at 60 million.

The talk that cost the Republican National Committee more than $75,000 to explain $18,000-plus was aired on 62 NBC-TV stations, 194 CBS Radio outlets and some 560 MBS affiliates. Only Oklahoma City and Phoenix were deprived of the live telecast.

Public response that deluged the GOP (well over 100,000 telegrams and 110,000 letters) also spilled over on the networks and their affiliates. At NBC-TV it was estimated that 1,000 calls came in to the New York switchboard in 22 minutes.

CBS Radio and Mutual claimed heavy response. The latter reported up to 1,000 calls between 10 p.m. and midnight and CBS about 200 calls. MBS also said its affiliate KHJ Los Angeles received an estimated 1,260 calls in a three-and-a-half hour period. WGN Chicago claimed between 700 and 800, WNAC Boston 200 an hour.

Gen. Dwight Eisenhower, whose aides had difficulty in obtaining network time Tuesday evening, watched the address in Cleveland on television before starting his own speech. His talk was rebroadcast later by ABC.

There was conflict elsewhere. At a Maryland Democratic rally in Baltimore, the state political group had bought the 9-10 p.m. period on NBC-TV for the Washington-Baltimore area, prior to the Stevenson address on CBS-TV at 10 p.m. (Gov. Stevenson was cut off about four minutes before the end.) Unable to clear time for Sen. Nixon and believing his talk to be of paramount interest, WBAL-TV, the local NBC outlet, offered it to WMAR-TV, CBS affiliate, with NBC approval.

In Washington, NBC's WNBW (TV) carried the first half hour and DuMont TV Network's WTTG (TV) the last half. As a result, Philip Perlman, former solicitor general, started on NBC-TV and wound up on DuMont.

There were other sidelights, one involving Sen. Nixon's charge that Democratic Vice Presidential nominee John Sparkman (Ala.) had kept his wife on his office payroll. Sen. Sparkman had acknowledged, on questioning, that "it has been a matter of record and well known that she has owned an interest" in WAVU Albertville, Ala., from which she reportedly received $6,501 in 1951 dividends.

Included in the Nixon audit of his financial status was a payment of $1,878.84 for "Joint Senate and House recording facility for recordings for radio presentation, including shipping charges."

GOP MEDIA chiefs discuss plans at spot radio clinic in New York's Hotel Biltmore Sept. 9. Conferring are (l to r) Martin Beck, The Katz Agency; William Wilson, John E. Pearson Co.; Linnea Nelson, longtime J. Walter Thompson Co. timebuyer who left retirement to take part in the Republican campaign via Kudner Agency; Tucker Scott, BBDO, and Powell Ensign, Everett-McKinney Inc. Democratic conference was scheduled for a week later.

XUM

RATINGS RIDDLE

ARF Study's Aim Clarified

FIRST report on the study of radio and TV ratings to be conducted by the Advertising Research Foundation was made Thursday by Dr. E. L. Deckinger, vice president of Biow Co. and chairman of the ARF Committee on Radio and TV Ratings Methods.

Dr. Deckinger spoke at "ARF day at AMA," first fall luncheon of the New York Chapter of American Marketing Assn., at the Commodore Hotel in that city. Various functions of the Foundation were discussed by speakers under the guest chairmanship of Edgar Kobak, ARF president, who was introduced by John Shepherd of Fletcher D. Richards Inc., chapter president.

The attempt "to try to solve the ratings riddle" is just beginning, Dr. Deckinger said. Therefore, he said he would report on the direction of his committee rather than on its progress. "Because the problem is so full of complexities we divided it four ways, with a subcommittee assigned to each of the four segments," he said.

"The first belongs to Max Ule of Kenyon & Eckhardt. His job is to set up ideal standards, to determine what is wanted in ratings and also how well each of the important methods (including some not commercially practiced) would fulfill the requirements when carried out to perfection." Maybe the answer will prove to be a combination of methods rather than any one, Dr. Deckinger said, "but we in advertising have to decide what we want before we can tell whether any method is giving it to us."

Snowcroft Heads Unit

Gordon Snowcroft of Campbell Soup Co. heads the second group to inspect methods in the field as well as in the office. This is to check on differences between what a method ideally does and the actual practice.

Dr. Deckinger heads the third subcommittee to analyze data already available. "We hope," he said, "to obtain retabulations of existing data so that the results can be put side by side. Then, maybe, it will be possible to measure the contributions of the area covered, the types of ratings, the nature of the homes contracted, etc."

The final subcommittee, headed by Harry Wolfe of Colgate-Palmolive-Peet Co., is on "special projects" that arise from time to time, such as the Blair-Hooper controversy [B•T, May 19]. That dispute has been referred to ARF.

All the committees are working independently, Dr. Deckinger said, stating that when the first three groups complete their work their findings will be combined into a single report. The fourth committee will report on each project when completed.

Henry Schachte, Borden Co.'s director of advertising, ARF board vice chairman, reported that the new ARF, one year old this month, is in "walloping good health" with 159 "godfathers"—ANA, AAAA, 51 advertisers, 60 agencies, 46 media. Inviting suggestions from "anyone with an idea," he asked: "What can a gang of guys with some money, representing agencies, advertisers and media, do through research to help our business?"

A. W. Lehman, general manager of ARF, reported that since it was originally organized in 1936 the foundation has supervised 190 studies in 105 markets, costing about $1.75 million; it has worked with 160 publishers and 14 sellers of transportation advertising, and it has cooperated with various advertising and media associations. From 1936 to 1951 ARF had about $7,000 a year not earmarked for media studies such as the Continuing Study of Newspaper Reading, he said. But, according to him, it is anticipated that "the revitalized Foundation will have $150,000 to $200,000 a year available for test surveys, experimental design studies, special analyses and general operations.

"The ARF does not have a field research organization. It does have a supervisory and administrative research staff. We do not compete, and do not plan to compete, on a practitioner basis with any professional research group or company. We have retained the services of a good number of commercial research organizations in the past. We plan to continue to seek out the services of such research experts."

Discussing the three new projects undertaken by the foundation, Fred B. Manchee, BBDO vice president and chairman of the ARF projects committee, introduced Dr. Deckinger and also Sherwood Dodge, vice president of Foote, Cone & Belding, chairman of the committee on magazine advertising rating methods, and John Caples, BBDO vice president, chairman of the Committee on analysis of ARF readership data. Messrs. Dodge and Caples reported briefly on their committees.

ATTENDING opening meeting of the Radio Executives Club of New England Sept. 17 are (l to r) Rudolph Bruce, club's president; A. N. Armstrong Jr., WCOP-AM-FM Boston; Ed Shea, past club president; Harvey P. Newcomb, Harry M. Frost Co.; James Michael Curley, former Massachusetts governor, now a commentator (WBMS Boston); Paul H. Provandie, Hoag & Provandie; Earle G. Clement, WBET-AM-FM Brockton, and C. Herbert Masse, WBZ-TV Boston.

SPOT BILLINGS ACTIVE

Nine Firms Increase

By FLORENCE SMALL

SPOT advertising in radio and television received a spirited impetus last week with at least nine major advertisers preparing new and, compared to last season, generally increased campaigns. Four of the sponsors are fall seasonal clients while the other five are setting schedules for pre-Christmas promotion.

Leading the list of seasonal spot advertisers is Park & Tilford's Tintex with a campaign slated to cover 250 radio stations across the country, starting now for a 10 to 12-week period. Advertisers will be using participation shows and disc jockey programs. Tintex will emphasize its new revamped color remover and a corsage made out of discarded nylon stocking material and then tinted. Storm & Klein, New York, is the agency.

Another seasonal advertiser is the New York and New England Apple Institute, which is placing a combination radio and TV campaign of spots and participation programs for a two-week schedule. This may be extended depending on the crop yield. The institute, through Charles W. Hoyt, New York, is placing the campaign in the following markets: New York, Boston, Providence, Hartford, New Haven, Springfield and Schenectady.

Taylor Reed Co. (Q-T frosting), also through the Hoyt agency, plans a TV spot schedule in New York and Boston starting the middle of October for six weeks.

Ronzoni Macaroni Co., New York, manufacturers of Italian-style spaghetti, has announced the largest advertising campaign in the history of that industry. Starting yesterday (Sunday), Ronzoni is buying on two television stations and four radio stations in New York, as well as radio spots in Providence, Boston, Philadelphia, New Haven, New Britain (Conn.), Buffalo and Springfield, Mass.

Ronzoni Sponsorship

Ronzoni TV sponsorship in New York includes the half-hour *Papa Cellini* show on WJZ-TV New York on Sunday and *Uncle Fred's Junior Frolics*, also a 30-minute program, on WATV (TV) Newark on Wednesday. In addition, the company participates in WJZ-TV's across-the-board *Kitchen Kapers*. The New York radio schedule includes WNBC's Chain Lightning promotion with *Bob & Ray*, Skitch Henderson, Herb Sheldon, *Charles F. McCarthy and the News*, and Jinx Falkenberg. On WNEW the firm sponsors the *Easy-Going* show and on WPAT Paterson, N. J. *Bargin' Around With Boultin.*

Among the Christmas advertisers, Gemex watchbands will place an eight-week TV spot campaign Oct. 15, on six stations through BBDO, New York.

Shulton Inc. will extend its Christmas and fall activities beyond the schedules already announced. Old Spice for Men already scheduled for radio and TV spots, will receive the greater percentage of the increased advertising. More time will be bought on radio and television to blanket major trading areas in a concentrated barrage of spot commercials for Old Spice shaving creams and after-shave lotions. The campaign, beginning now, proceeds through Thanksgiving.

Early American Old Spice, Friendship's Garden, Desert Flower and Old Spice for Men will add special Christmas TV and radio spots. Wesley Assoc., New York, is the agency.

National Cranberry Assn., Hanson, Mass., added a 52-week television campaign to its regular radio promotions for cranberry sauce, the traditional Thanksgiving and Christmas product.

TV schedule consists of one-minute, 20-second and 10-second spot announcements in eight markets. Live action spots will be used for special seasonal promotions. BBDO, New York, is the agency.

Among the exclusively Christmas advertisers, such as Giant balloons (radio spots) and Zippo Mfg. Co. (TV spots), plans already are being advanced with participation details expected in about two weeks.

ABC, NBC RATES

Soon To Be Effective

THE NEW rate-and-discount structures of NBC and ABC radio networks, bringing them into line with the approximately 25% reduction in evening time charges already invoked by CBS Radio along with smaller raises in daytime rates [B•T, Aug. 18, et seq], were expected by officials of the respective networks to be put into effect this week.

Target date for NBC's changes was today (Monday). Spokesmen said they already had formal acceptances of the plan from stations representing more than 90% of the total NBC network rate and expected the number to reach "virtually 100%" before last week was out. They said there were still "no known holdouts."

ABC spokesmen similarly reported "good progress" in securing signed acceptances from affiliates, and said they expected no difficulty in meeting their own Oct. 1 (Wednesday) objective for putting their plan into operation. They said all replies received from stations thus far were favorable.

Effectuation of these two plans will leave Mutual as the only national radio network which has not yet moved on the rate subject in the wake of CBS Radio's changes, which went into effect Aug. 25. MBS officials report that they have several studies in progress. It is expected that the network's approach to the problem will begin to take concrete form at a Mutual board meeting scheduled tomorrow (Tuesday).

Status of MBS Rates

If MBS follows the pattern taken by CBS Radio, NBC and ABC, its changes will involve an average cut of about 25% in evening time costs coupled with an increase of 4 or 5% in Mon.-Fri. morning or all daytime charges, plus some adjustments in weekend costs to advertisers. CBS Radio and ABC also cut compensation to affiliates by 15%, while NBC placed this cut at 14%.

NBC and ABC also devised new "contiguous" rate benefits to encourage combination daytime and nighttime buying—and NBC last Thursday reported its first sale under this plan: General Foods' signing to sponsor Bob Hope in a quarter-hour daytime strip and also in a weekly half-hour nighttime program (see story page 31).

Meanwhile, leaders of the special committee of CBS Radio affiliates which was formed when the threat of rate cuts was imminent, and which helped devise the formula for changes ultimately adopted by the network, called a meeting with CBS Radio officials in Chicago today to get a report on developments of recent weeks—specifically, CBS Radio's reaction to the plans advanced by the rival networks.

CBS Radio President Adrian Murphy and Station Relations Vice President Herbert V. Akerberg are expected to go to Chicago for the conferences, which they described as informal and designed to meet a need which affiliates previously expressed for more regular "fill-ins" on developments affecting both the network and its affiliates.

One of the subjects in which affiliates have voiced especial interest is the "contiguous" rate benefits incorporated in the NBC and ABC plans but not contained in CBS Radio's. Officials of the latter network have said they have no intention of devising a comparable contiguous rate plan of their own —one reason undoubtedly being that CBS Radio has a number of present advertisers who would qualify for the additional benefits, whereas NBC had none and ABC only a relatively small number.

The special committee of affiliates also may elect, at its meeting today, a new chairman to succeed George B. Storer of Storer Broadcasting Co., since Mr. Storer was stricken with a deafness several weeks ago and has been instructed by his doctors to lessen the pace of his activities. John E. Fetzer, WJEF Grand Rapids and WKZO Kalamazoo, presided in Mr. Storer's absence at the "rate meeting" in Chicago in August, while John F. Patt, WJR Detroit and WGAR Cleveland, presided when Mr. Storer was called away from July deliberations on the rate issue.

Other committee members are Victor A. Sholis, WHAS Louisville; Hulbert Taft, WKRC Cincinnati; I. R. Lounsberry, WGR Buffalo and also chairman of the Columbia Affiliates Advisory Board; Kenyon Brown, KWFT Wichita Falls; Saul Haas, KIRO Seattle; Ray Herndon, KTRH Houston, and William Quarton, WMT Cedar Rapids.

ABC AFFILIATES

Radio Total Now 348

SIGNING of six new ABC radio network affiliates, bringing the total to 348 stations, was announced Wednesday. They are:

WKOZ Kosciusko, Miss. (1240 kc, 250 w), owned by Kosciusko Broadcasting Co. and managed by Cy N. Bahakel, and WABG Greenwood, Miss. (960 kc, 1 kw day, 500 w night), also headed by Mr. Bahakel, with Tom Reardon as manager.

WKRD Rockland, Me. (1450 kc, 250 w), operated by Carleton D. Brown as manager.

KSGA Redmond, Ore. (1240 kc, 250 w), owned by Redmond Broadcasting Co., and managed by W. Gordon Allen, joins the network Oct. 3, while the following join effective Oct. 19:

KOSF Nacogdoches, Tex. (1230 kc, 250 w), owned by Kelly Bell with J. C. Stallings as manager, and KRBA Lufkin, Tex. (1240 kc, 250 w), owned by Darrell E. Yates, who also is station manager.

ANOTHER Freedom USA *sale okayed by (l to r) Hank Luhrman, Missouri field representative of Frederic W. Ziv., producer; Powell B. McHaney, president, General American Life Insurance Co., sponsor on KSD St. Louis, and Stanley Richman, GALI vice president.*

* * *

ZIV'S 'FREEDOM'

Sales Top 500 Stations

WITH SALES reported as exceeding 500 stations, Frederic W. Ziv Co.'s *Freedom, U. S. A.*, transcribed radio series starring Tyrone Power, is being released for premiere broadcasts this week.

Latest sales reportedly include S. T. Jerrell Co., makers of nonfat dry milk solids, for sponsorship in Birmingham, Dothan, Tuscaloosa, Huntsville and Florence, Ala., and in Jackson, Tenn. Agency for Jerrell is South Agency, Birmingham. Other recent multiple-market sponsors also have signed.

JONES VACANCY

Action May Await HST Return

APPOINTMENT by President Truman of a successor to FCC Comr. Robert F. Jones may now await return of the Chief Executive from his political whistle stop tour upon which he embarked last weekend. He is not expected to return to Washington until mid-October.

Last week everything appeared set for the naming of William P. Massing, assistant secretary of the FCC, to the unexpired portion of the Jones term which runs until June 30, 1954. Mr. Massing had passed preliminary muster as a Democrat from Indiana, with the endorsement of that state's Democratic organization.

In the interim, however, Benedict P. Cottone, FCC general counsel, had accumulated considerable support, and his name was understood to have been presented to the White House by Telford Taylor, former FCC general counsel, who recently resigned as administrator of the Small Defense Plants Administration to return to his private law practice [AT DEADLINE, Sept. 15].

Intervening events, however, made it evident at the weekend that the President would not be disposed to name anyone from the FCC on a "merit" basis to succeed Comr. Jones. Instead, it was reported that he preferred a "business man," preferably one who had knowledge of the communications field.

Mr. Jones resigned on Sept. 19 and immediately became a partner in the Washington law firm of Arthur W. Scharfeld (the firm name has been changed to Scharfeld, Jones & Baron) [B•T, Sept. 22].

Interim Vacancy Discounted

It was learned also that the President definitely has decided to fill the vacancy rather than allow the appointment to lapse until the new President takes office Jan. 20. The immediate appointment would be on a recess basis, or until Congress convenes in January. Then, it is understood, Mr. Truman had in mind nominating the same individual for the balance of Mr. Jones' term, with a year and a half to run. The question then would be whether the Senate would be disposed to confirm a Truman nominee with another President about to assume office.

There were other names mentioned also and, based on precedent, the list could grow rapidly, even for a recess appointment.

Among the names understood to have been presented to the White House were those of Eugene Merrill, now with NPA and formerly with the Public Service Commission of Utah; Edward P. Morgan, partner in the law firm of Welch, Mott & Morgan and formerly a Justice Department attorney, who recently resigned from the legal staff of OPS to return to law practice; and Dr. Franklin Dunham, chief of radio-television, U. S. Office of Education, and educational director of NBC from 1931 to 1941. Also mentioned was former Congressman Clinton D. McKinnon of San Diego, California, Democrat who lost out in the Senatorial race against Republican Sen. William Knowland. So far as is know, however, his name

(Continued on page 40)

XUM

ANA VIEWS TV, RATINGS

N. Y. Sessions Begin Today

ANA estimated 700 members and guests are expected for the 43d annual meeting of the Assn. of National Advertisers today (Monday) through Wednesday at the Plaza Hotel, New York.

Three radio-TV highlights are on the agenda: A Tuesday afternoon report on "What Lies Ahead in Television," followed by a study of "What Makes TV Commercials Click," plus a Wednesday morning appraisal of "Pros and Cons of Today's Radio and TV Rating Methods."

Mr. Dean

The estimate of TV's future from the advertiser's standpoint encompasses television's anticipated rate of expansion geographically, in terms of sets, and in costs, and is based on an "exceptionally thorough analysis" made by McCann-Erickson. It will be presented to the advertisers by Sidney W. Dean, vice president in charge of marketing services for the agency.

The study of "What Makes TV Commercials Click" is described by ANA as "a graphic expose of Gallup & Robinson's down-to-earth findings based on viewer reactions to hundreds of actual broadcast TV commercials." The presentation to ANA is to be made by Leyton Carter, of Gallup & Robinson.

Radio-TV Rating Talk

Discussion of radio-TV rating methods will be part of a panel presentation of the Advertising Research Foundation, which has designated the rating question as one of its first major projects. Other subjects to be covered include "What Is Being Done to Provide You With Valid Data on Magazine Audiences," and "How to Combat the Growing Criticisms of Advertising Which Jeopardize Its Impact and Effectiveness."

Panel members for the ARF session were listed as follows: Edgar Kobak, president of ARF, moderator; Henry Schachte, Borden Co.; Fred Manchee, BBDO; Sherwood Dodge, Foote, Cone & Belding; Lawrence Deckinger, Biow Co.; John Caples, BBDO; B. B. Geyer, Geyer, Newell & Ganger, and A. W. Lehman, ARF.

Only one convention session is slated to be closed—the Monday afternoon business meeting. Wesley I. Nunn, Standard Oil Co. (Indiana), is board chairman of ANA; J. Ward Maurer, Wildroot Co., is vice chairman, and Paul B. West is president.

First session gets under way at 10 a.m. today with Harry Deines, general advertising manager of Westinghouse Electric Corp., presiding. Subjects to be covered are calculated to give advertisers "an insight into the economic climate and into the advertising and selling job ahead."

Dexter Keezer, director of the department of economics of McGraw-Hill Corp., is to present a McGraw-Hill analysis of the question: "Does Continued Prosperity Or a Recession Lie Ahead—Are We Faced With Something in Between?" Ray Eppert, executive vice president of Burroughs Adding Machine Co., will discuss what sales and advertising executives can do now to prepare for 1953-54 and how "One Company Has Put a Specific Plan to Work." John Cunningham, executive vice president of Cunningham & Walsh, will point up the effectiveness of advertising, while John E. Wiley, John E. Wiley Inc., consultants on distribution control, will discuss the merchandising side of selling.

ANA Survey Findings

The results of the annual ANA survey of members' advertising plans will be presented during Monday afternoon sessions, with Chairman Nunn presiding. Additionally, "Retail Hold-Ups That Sap the Power of Your Advertising" will be analyzed by Reginald Clough of *Tide* Magazine, and the story of Minneapolis Honeywell Regulator Co.'s program "to get retail sales people selling again" will be reported by H. D. Bissell, the company's merchandising director.

Departing from previous convention procedure, the sessions will break up into smaller, informal groups at about 4 p.m. for discussion of special problems, such as space brokerage, control over cooperative advertising funds, etc.

Theme for the Tuesday morning session, with Block Drug Co. Advertising Manager George Abrams presiding, will be "Plugging the Ad Budget Leaks," and speakers are slated to include Parlin Lillard, sales promotion manager of General Foods; James Peckham, executive vice president of A. C. Nielsen Co., and J. M. McKibbin, vice president of Westinghouse.

The Tuesday afternoon session, under the chairmanship of William Brooks Smith, director of advertising of Thomas J. Lipton Inc., will explore "New Frontiers in Advertising." In addition to the TV studies, subjects will deal with training of advertising personnel; increasing reader interest in print advertisements; research on consumer motivation, and the need for purposeful creative advertising copy. Edward Weiss, of Weiss & Geller, will make the presentation on consumer motivation, while Jean Rindlaub, of BBDO, will discuss the "New Frontiers in Copy, Too."

The annual dinner will be held at 7:30 p.m. Tuesday, preceded by a reception by the ANA board at 6:30 p.m. and followed by entertainment provided by CBS at 9 p.m.

After the Wednesday morning forum program, Gardner Cowles, president of the Cowles stations and of *Look* magazine, will address a closing luncheon on "What Happens to Advertising After the Campaign and Elections" — described by ANA as "a penetrating and comprehensive review of the factors in our economy which will dominate advertising and marketing operations."

WOR ECONOMY

In TV Programs, Personnel

GENERAL revision of WOR-TV New York's program schedule and an accompanying reduction in personnel are in progress in an attempt to put the station, which has been suffering "enormous losses," on a money-making or at least break-even operation, an executive of General Teleradio, station owner, said last week.

Another General Teleradio TV property, KHJ-TV Los Angeles, is operating profitably this fall, he said, by virtue of "an extremely low ratio of operating expenses," so the approach is being tried at WOR-TV.

Warren Wade, producer of the station's *Broadway TV Theatre* series, full length dramas broadcast for 90 minutes five evenings a week, last Monday assumed the new post of station manager of WOR-TV. A TV pioneer, Mr. Wade became video program director for NBC in 1936 and returned there after the war, in which he served as a colonel in the Army Pictorial Service, as executive producer and program manager. Before joining WOR-TV he was program manager of WPIX (TV) New York.

Concurrently, it was learned that Dave Driscoll, for more than 15 years WOR's news head and for the past few months of WOR-TV only, will leave the station the end of this week, together with his assistant, Edythe Messerand, special events director of WOR-TV and herself a WOR 14-year veteran, and Bob O'Connor, WOR-TV sports director.

Noting that the station's program operations fall naturally into three divisions, studio, remotes and film, Mr. Wade said that Harvey Marlowe, production manager, will have charge of the first two types of programming, while Milton Fenster will continue to supervise WOR-TV's film operations. In his direction of the station's pickups, including both sports and special events, Mr. Marlowe will take over most of the activities formerly pursued by Miss Messerand and Mr. O'Connor. John Wingate of the station's news staff, has been made news manager.

No Radical Program Shifts

By and large the WOR-TV program schedule will remain as is for the present, Mr. Wade said. The *Broadway TV Theatre*, which had been rumored as about to be dropped, will continue under his direction, he stated. The present sports schedule will also be maintained.

Only major change revealed by Mr. Wade was the cancellation of the midnight-to-four a.m. *All Night Show*. Explaining that this pioneer TV late night program has been frankly an experiment, Mr. Wade said that the test run was now concluded and the vehicle was being brought back into the shop for a thorough check-up.

A group of 20 to 30 engineers also are being dropped from the WOR-TV payroll. But it was explained that these employes were temporarily taken on in the spring to handle the station's telecasts of the Brooklyn Dodgers home games and to act as relief operators during the vacation period.

Station emphatically denied reports that the Dodgers telecasts would not be resumed next year.

Top Executive Changes

Top executive changes at WOR and WOR-TV since the acquisition of those stations by General Teleradio in January, when GT also became a major stockholder in MBS, have involved:

Theodore C. Streibert, WOR and WOR-TV president, who now heads another GT company, the General Telecasting System, projected TV network operation [B•T, June 30], and Curt Heuser, WOR controller, now with GTS. The WOR properties now are headed by Thomas F. O'Neil, GT president, who also succeeded Frank White, now an NBC vice president, as MBS president.

J. R. Poppele, vice president and chief engineer of WOR and WOR-TV, who was promoted to a similar post with Mutual as well, and resigned Sept. 10.

R. G. Maddux, vice president in charge of TV sales, who left. Bob Blake, head of WOR radio-TV publicity, left when his duties were absorbed by Frank Zuzulo, MBS publicity director.

Julius F. Seebach, program vice president of WOR (AM), who was given the same title for the network as well when William H. Fineshriber, who had held that post, was advanced to executive vice president in charge of combined MBS-WOR radio operations [B•T, June 9].

NARTB DIST. 10 Hard Selling, Stable Rates Urged

BROADCASTERS can solve their basic problems in the face of competition from TV and other media by hard selling and maintenance of rate structures, a hundred NARTB District 10 delegates were told at their Monday-Tuesday meeting, held at Excelsior Springs, Mo.

Network affiliates were chided for "capitulating" to network rate cuts and independent spokesmen recalled the day when they carried the heaviest load of industry troubles.

Rate and television discussions topped the two-day meeting at which E. K. (Joe) Hartenbower, KCMO Kansas City, presided as district director. NARTB President Harold E. Fellows reviewed NARTB association affairs and delivered a talk, "I Can Get It for You Retail." Others from NARTB headquarters were Ralph W. Hardy, government relations director; Richard P. Doherty, employe-employer relations director, and William T. Stubblefield, station relations director.

Panel on Rates

William B. Quarton, WMT Cedar Rapids, Ia., presided at a panel discussion on rates. Other members were Herbert R. Ohrt, KGLO Mason City, Ia.; John Alexander, KODY North Platte, Neb.; Ralph Evans, WHO-WOC Des Moines-Davenport; John T. Schilling, WHB Kansas City; Arden Swisher, KOIL Omaha; Chet Thomas, KXOK St. Louis, and J. Gordon Wardell, KGBX Springfield, Mo.

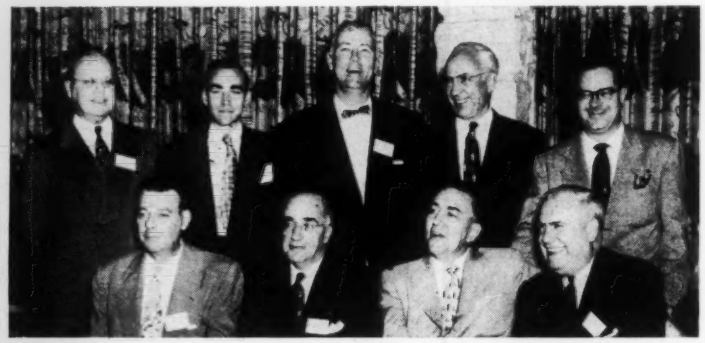
George M. Burbach, KSD-AM-TV St. Louis, urged broadcasters to sell radio "for what it is and not what it ain't." He claimed radio needs more sales enthusiasm. "Maintain your rates," he urged, "since rate reductions in the eyes of advertisers are tantamount to an admission the rates originally were too high."

William E. Ware, KSTL St. Louis, recalled that a decade ago "the independents were huddled together in a meeting like this while the network affiliates were laughing and telling jokes in the cocktail lounge." He said:

We were lean and hungry then, but we got realistic and tough and learned to fight. Today as a result of being in training our picture is different from your network dilemma. What you fellows need is a little independent thinking. The next time you walk into a Boca Raton or Conrad Hilton session for your semi-annual sandbag cut-rate treatment, get out your pencil and figure out how few quarter-hours you would have to sell locally to equal your monthly network revenue.

Then look at how much time you have left over to further increase your gross. Perhaps you should operate as independent stations, taking your network income as bonus revenue. Get yourself some salesmen who are new to radio. They aren't smart like we are—they call on everybody. Change your research to reflect how many dollars your advertising brings into the advertiser's place of business.

But whatever you do, quit spending your research money fighting each other and quit allowing your rate to be cut.



BROADCASTERS at NARTB District 10 meeting included: Seated (l to r), S. H. McGovern, KSO Des Moines; Ralph Evans, WHO-WOC Des Moines-Davenport; Robert Dillon, KRNT Des Moines; George J. Higgins, KMBC Kansas City. Standing, George M. Burbach, KSD St. Louis; Todd Storz, KOWH Omaha; William E. Ware, KSTL St. Louis; William B. Quarton, WMT Cedar Rapids; Paul R. Fry, KBON Omaha.

* * *

Mr. Swisher said that "now, more than ever, is the time for stations to work with parent networks. Good network variety entertainment plus local programming and hard selling will build real, lasting listener appreciation and results. It's the answer to all competition—crying about network rate adjustments brings only red eyes."

Mr. Evans reminded that AM radio provides "the least expensive advertising medium because it is a continuing competitor for attention to every daily activity of the individual, in or out of the home, with the exception of television. The combination of sight and sound does provide tremendous audience impact, but radio listening demands far less physical endurance and close attention than television."

Harold Hough, WBAP-TV Fort Worth, representing the NARTB TV board, led a television discussion. On the panel with him were Messrs. Evans and Burbach; Ernest Sanders, WOC-TV Davenport, Ia.; Frank P. Fogarty, WOW-TV Omaha; Richard B. Hull, WOI-TV Ames, Ia., and Mr. Doherty. Among those posing questions on behalf of AM were Messrs. Ware, Ohrt, Quarton and Hartenbower; Robert Dillon, KRNT Des Moines; Ben B. Sanders, KICD Spencer, Iowa; G. Pearson Ward, KTTS Springfield, Mo.; Gordon Pentz, KWBE Beatrice, Neb.

Mr. Hough said simulcasting will become an important factor in the future, helping both radio and TV as they grow side by side. He cautioned against haste in TV planning and advised care in staff selection. Questions covered size of market justifying TV operation, revenue needed and operating costs of network and non-network stations.

A minimum of 50,000 sets will be required in major markets to justify TV operations, it was suggested. Non-network costs will be higher because of film expense and additional personnel, delegates were told. As to size of market, 75,000 was given as a minimum. Mr. Doherty estimated $140,000 as minimum revenue needed in a small TV market.

Luncheon speakers included Tom Collins, advertising and promotion director of City National Bank & Trust Co., Kansas City, whose subject was, "One and One Aren't Always Two."

Resolutions adopted by the district called for study of a plan to bring Kansas and Oklahoma into District 10 with Missouri, Iowa and Nebraska; commended NARTB for stand in Kansas State Agricultural College TV grant; endorsed change in FCC operator rules; opposed taking commercial TV channels for educational stations, and voiced confidence in radio as an advertising medium.

Members of the Resolutions Committee included Mr. Thomas as chairman; Messrs. Ware, Ward and Alexander, and K. S. Gordon, KDTH Dubuque, Iowa.

Members of the Membership Committee are Edward Breen, KVFD Fort Dodge, Iowa; Harry Burke, KFAB Omaha, and Mahlon R. Aldridge Jr., KFRU Columbia, Mo.

* * *

DELEGATE GROUP at NARTB District 10 session: Seated (l to r), Robert Thomas, WJAG Norfolk, Neb.; LeRoy W. Lenwell, KBRL McCook, Neb.; E. K. (Joe) Hartenbower, KCMO Kansas City, district director; G. Pearson Ward, KTTS Springfield; Harry Burke, KFAB Omaha. Standing, Wayne Cribb, KHMO Hannibal, Mo.; Ray Dady, KWK St. Louis; Ben. B. Sanders, KICD Spencer, Ia.; Chet Thomas, KXOK St. Louis; Herbert R. Ohrt, KGLO Mason City, Ia.; Walt Varnum, RCA, Kansas City.

J. R. HOWARD

Named in Scripps Shift

TOP-LEVEL executive realignment in the E. W. Scripps Co., operating company of 19 Scripps-Howard newspapers and owner of Scripps-Howard Radio Inc., will become effective Dec. 31, with Jack R. Howard, president of the radio-TV company and executive vice president of E. W. Scripps Co., becoming president of the overall operating company.

Jack Howard

Mr. Howard, 42, will succeed his father, Roy W. Howard, in the E. W. Scripps Co. presidency, while Charles E. Scripps, 32-year-old grandson of E. W. Scripps, will succeed W. W. Hawkins as chairman of the board. Mark Ferree, general business manager of the Scripps-Howard papers, will succeed Jack R. Howard as executive vice president and continue as general business manager, and Walker Stone, now head of the Washington bureau, will become editor-in-chief of Scripps-Howard.

Scripps-Howard Radio, a wholly owned subsidiary whose executive lineup was not involved in the change, is licensee of WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland, and WNOX Knoxville. In addition, the Memphis *Commercial Appeal*, a Scripps-Howard newspaper, is licensee of WMC and WMCT (TV) Memphis.

XUM

The Timken Message...

. . . Reaches Its Employes And the General Public by Radio

By B. J. HAUSER

Director Cooperative Programs
Mutual Broadcasting System

CONTINUOUSLY, for almost four years, The Timken Roller Bearing Co., one of the nation's industrial giants, has sponsored Fulton Lewis jr., Mutual network cooperative program, in their main plant city of Canton, Ohio, over WHBC.

There have been many evidences, of course, of the large audience which Fulton Lewis has reached for this organization in the Canton area, including a recent survey which uncovered a rating of 10.9 representing 38% of the audience.

But even more impressive evidence is this letter to Fulton Lewis from Timken President William E. Umstattd:

Our company has sponsored your program for many years. We feel we have definitely furthered the use of of our bearings, alloy steel and rock bits by this means of advertising our product. Your program is a strong, lively and informative one. Our own employes enjoy hearing you and we know that the people in our community listen to and discuss your broadcasts.

The Timken sponsorship of Mr. Lewis, broadcast Mon.-Fri 7-7:15 p.m., covers many different phases, but basically these are the main points in its commercial copy, as pointed out by R. A. Wagner, public relations director for Timken:

1. Preservation of our free enterprise system of business.

2. Preservation of the form of government as outlined in the Constitution.

3. The belief that taxes should be levied only for necessary and military functions of government; the reduction of government support of programs designed for minority groups; criticisms of waste of tax money and inefficiency in government operations.

4. The fight against communism.

5. The promotion of the activities of public service organizations such as the Red Cross, Community Chest, Cancer Society and Armed Forces recruiting.

6. The preservation of the fundamental freedoms along with registration and voting promotion.

7. Criticism of irresponsible union leadership.

Here are examples of announcements which the local announcer at WHBC Canton cuts into the Fulton Lewis program for Timken:

"If you were to sit down and figure out how much you spend each month and itemize the list, it would probably read something like this: 25% for rent or house payments; 40% for food; 10% for clothing; 5% for automobile and transportation; 20-30% for taxes. To be realistic about this cost of living business, you don't dare overlook those taxes you pay before you even see your paycheck. It's a big hunk, I'm sure you'll agree. Worse than that, it's unjustified. You're paying taxes to support government waste and inefficiency. No one wants to be a party to a hoax. Yet, by collecting taxes on the pretext of using it for sound purposes, when in fact the money is being wasted, we taxpayers are parties to a hoax. Write your congressman and Senators today and tell them you're fed up with this spending orgy perpetrated against, and not for, the taxpayer.

"The founder of modern day Russian Communism, Nikolai Lenin, made this statement, quote: 'Some day we will force the United States to spend itself into destruction,' end of quotation. Are we in the United States doing that now? Compare the value of your dollar today to what it was worth 10 years ago. Compare the amount of money you pay out in taxes now to what you paid 10 years ago. We are in the middle of an inflationary spiral that can destroy this country every bit as effectively as an invasion of communist hoodlums. What can we do about this situation as individuals? Produce more. Buy only what you need. Write your congressman in Washington. Tell him to vote against needless government spending.

"Back in the days when America's freedom was no more than an idea in men's minds there were tree stumps everywhere as colonists cleared the land. And when a man had something to say for freedom, these stumps made handy platforms to speak from. Standing on stumps and making speeches got to be an American custom — and finally a right guaranteed by the Constitution. Tree stumps are few and far between these days, but you still have the right to 'get up on a stump' and say what you think. Freedom of speech is important to America. You can do your share to preserve this freedom by standing up for your rights and defending them whenever and wherever you see them being attacked. Remember, they're 'your' rights, so treat them 'right'!

"It won't be long until the seventh spiral of inflation hits us. Steel unions will demand and get increased wages, steel prices will go up, and other prices and other wages will follow. General wage increases mean general price increases.

"Fifty years ago, Teddy Roosevelt made a statement on political morality that gives us food for thought, today. With RFC scandal, deep freeze scandal, crime controlled politics, five percenters and other scandals—it's time we gave serious thought to the importance of honesty in government. Here is the statement made by Theodore Roosevelt in 1901: Quote, 'In the last resort, good laws and good administration must rest upon the broad basis of sound public opinion. A dull public conscience, an easy going acquiescence in corruption, infallibly means debasement in public life, and such debasement in the end means the ruin of free institutions. Freedom is not a gift which will tarry long in the hands of the dishonest or of those so foolish or so incompetent as to tolerate dishonesty in their public servants'—end of quotation."

"Welfarism means socialism. Socialism means decreased produc-

(Continued on page 108)

TIMKEN President Umstattd examines a display of one of the company's products.

CENSUS DATA

Ariz., R. I. Radio-TV Listed

RADIO and TV home statistics, based on the 1950 U. S. Census, were made public last week for the states of Arizona and Rhode Island.

Census data were collected in April, 1950, and the figures just released show the number of radio and TV homes at that time. When the TV data were collected there were scarcely 5 million video homes in the nation compared to 18.5 million at this time.

In Rhode Island, Cranston had 99.1% radio ownership. Highest ownership in Arizona was found at Phoenix, with a 94.8% figure.

Among counties in the states, Bristol, R. I., was at the top with 98.7%. All Rhode Island counties ran 98.3% or higher. Lowest figure in the county group was Apache County, Ariz., with 38.7% radio ownership.

Rhode Island was far ahead of other states in 1950 TV homes, with an unusually high average of 21.6% for the state. In Providence, 22.9% of homes were TV equipped in 1950, with Warwick showing 29%.

* * *

Statistics in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 3 for Arizona, 39 for Rhode Island which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 30 cents per copy.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 3, 39, now available from the Superintendent of Documents, at 15 cents a copy for each state. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 3 and 39, available from the Superintendent of Documents, at 30 cents a copy. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—ARIZONA

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
THE STATE	749,587	210,374	205,050	183,325	89.4	87,781	204,645	4,410	2.2
Urban and Rural Nonfarm		191,461	186,695	169,855	91.0	76,742	186,305	4,145	2.2
Urban	416,000	123,886	121,190	113,965	94.0	39,234	120,985	3,225	2.7
Rural nonfarm	256,673	67,575	65,505	55,890	85.3	37,508	65,320	920	1.4
Rural farm	76,914	18,913	18,355	13,470	73.4	11,039	18,340	265	1.4
S. M. A.									
Phoenix	331,770	96,435	94,715	88,310	93.2	36,344	94,250	3,850	4.1
Phoenix Urbanized Area	216,038	65,340	63,975	60,420	94.4		63,635	2,715	4.3
URBAN PLACES									
Amphitheater (uninc.)	12,664	4,038	3,945	3,835	97.2		3,915	40	1.0
Mesa	16,790	4,739	4,510	4,325	95.9	1,405	4,480	120	2.7
Phoenix	106,818	34,245	33,575	31,815	94.8	15,895	33,435	1,490	4.5
Tucson	45,454	13,816	13,585	13,050	96.1	8,331	13,535	110	0.8
COUNTIES									
Apache	27,767	5,200	4,940	1,910	38.7	1,372	4,935	20	0.4
Cochise	31,488	9,460	9,340	8,440	90.4	6,893	9,345	10	0.1
Coconino	23,910	6,014	5,105	4,370	85.6	2,403	5,100	10	0.2
Gila	24,158	6,937	6,875	6,180	89.9	4,631	6,880	20	0.3
Graham	12,985	3,388	3,395	2,955	87.0	1,821	3,385		
Greenlee	12,805	3,282	2,510	2,330	92.8	1,567	2,780	5	0.2
Maricopa	331,770	96,435	94,715	88,310	93.2	36,344	94,250	3,850	4.1
Mohave	8,510	2,575	2,585	2,280	88.2	1,657	2,575	20	0.8
Navajo	29,446	6,890	6,845	4,075	59.5	2,518	6,830	5	0.1
Pima	141,216	41,157	40,565	38,005	93.7	14,619	40,450	245	0.6
Pinal	43,191	11,072	10,235	8,265	80.8	3,695	10,190	110	1.1
Santa Cruz	9,344	2,508	2,510	2,245	89.4	1,546	2,520	30	1.2
Yavapai	24,991	7,698	7,615	6,920	90.9	5,473	7,620	45	0.6
Yuma	28,006	7,754	7,815	7,040	90.1	3,242	7,785	40	0.5

* * *

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—RHODE ISLAND

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
THE STATE	791,896	225,447	223,785	220,460	98.5	176,739	222,960	48,215	21.6
Urban and Rural Nonfarm		222,667	221,091	217,815	98.5	174,495	220,295	47,805	21.6
Urban	667,212	192,446	191,265	188,520	98.6	161,891	190,640	41,345	21.7
Rural nonfarm		30,221	29,825	29,295	98.2	12,604	29,655	6,460	21.8
Rural farm		2,780	2,695	2,645	98.1	2,244	2,665	410	15.4
S. M. A.									
Providence	737,200	211,471	209,780	206,880	98.6		209,050	47,935	22.9
Providence Urbanized	583,346	169,462	168,185	165,910	98.6		167,565	37,800	22.6
URBAN PLACES									
Bristol (uninc.)	10,335	2,943	2,945	2,910	98.8	2,636	2,975	755	25.4
Central Falls	23,550	7,090	6,975	6,850	98.2	6,082	6,950	1,570	22.6
Cranston	55,060	14,575	14,410	14,285	99.1	10,740	14,360	3,615	25.2
Newport	37,564	9,398	9,350	9,190	98.3	7,253	9,330	1,175	12.6
Pawtucket	81,436	24,826	24,855	24,555	98.8	19,652	24,775	5,960	24.1
Providence	248,674	72,259	71,375	70,155	98.3	64,193	71,085	13,565	19.1
Warwick	43,028	12,509	12,480	12,355	99.0	7,412	12,420	3,600	29.0
Woonsocket	50,211	14,993	14,905	14,630	98.2	12,068	14,865	3,370	22.7
COUNTIES									
Bristol	29,079	8,191	8,295	8,190	98.7	6,170	8,290	2,215	26.7
Kent	77,763	22,565	22,395	22,075	98.6	14,301	22,330	6,005	26.9
Newport	61,539	15,783	15,605	15,370	98.5	11,256	15,555	2,445	15.7
Providence	574,973	166,542	165,190	162,730	98.5	137,059	164,605	36,185	22.0
Washington	48,552	12,366	12,300	12,095	98.3	7,953	12,180	1,365	11.2

CBS 'Newspaper' Salute

CBS RADIO will salute National Newspaper Week (Oct. 1-8) during its *You and the World* public affairs series on Sept. 29, 30, and Oct. 1, 2, featuring on broadcasts in that order: Robert U. Brown, vice president and editor of *Editor & Publisher;* Frank J. Starzell, general manager of the AP; Donald Christie, publisher of the Fort Plain (N. Y.) *Courier-Standard,* and Eugene Meyer, board chairman of the *Washington Post,* which has majority interest in WTOP-AM-FM-TV that city.

Gillette Buys

GILLETTE Safety Razor Co., Boston will sponsor Dec. 27 annual Blue-Gray football game from Montgomery, Ala. as part of its *Cavalcade of Sports* on Mutual. Gillette's agency is Maxon Inc., New York.

Swift Renews 'Club'

SWIFT & Co., Chicago, is renewing 9:15-9:45 a.m. portion of hour-long *Breakfast Club* (Mon.-Fri., 9-10 a.m. EDT) on full ABC radio network for 52 weeks, effective Oct. 20. Agency is J. Walter Thompson Co., Chicago.

WAPIgged

"PIG in the agency" instead of "pig in the poke," was the cry set forth last week when Chet Slaybaugh, head of the timebuying department of Morse International, New York, returned from lunch to find a large, live, spuealing hog using the office as a pen. Seems the animal was a gag-gift from Lionel Baxter and WAPI Birmingham. Mr. Slaybaugh was planning to lead the pig by a rope through the office building, down to the station and onto the commuter train, but fortunately an office assistant turned up with a car and saved Manhattan from an unaccustomed spectacle.

RADIO'S OUTLOOK

BAB's Sweeney Forecasts

PROPHECY that radio advertising will increase by $250 million in the next five years and thus reach the billion dollar mark by 1957 was voiced by Kevin B. Sweeney, vice president of Broadcast Advertising Bureau, before the Milwaukee Advertising Club Thursday.

But he tempered his remark with a warning that the radio industry may be in for "another two years of purgatory before it cleanses away all its sins."

He listed radio's "seven deadly sins" as follows: Doing business with too few advertisers; competitive selling within the industry; manufacturing and remanufacturing the same type of programming; "wet-nursing television into a strong, competitive position"; falling prey to programmers; expanding too quickly—tripling the number of stations in three years; and reacting too sluggishly when the challenge to radio became evident.

Mr. Sweeney asserted that radio is making progress toward "washing away" all these sins. He said he envisioned a radio broadcasting industry more powerful than ever emerging from the current period of rate stabilization.

Mr. Sweeney listed as "things to come" in the next five years:

"More radio stations by an appreciable margin than there are now ... and a higher percentage of them will be operated profitably than ever before;" "close to two-thirds of all homes will have three or more radio sets and more than 90% of all automobiles will be radio-equipped with the present 30% and 70% figures, respectively;" "number of radio stations doing specialized programming —classic music, Negro, hillbilly, foreign language, all news—will exceed the stations doing a general diversified type of programming"; radio stations will know more "what makes advertising effective—they will know with greater accuracy than ever before in the history of advertising how to bring people to the cash register."

ABC-UPT'S FINDINGS

Presented to FCC

FCC SHOULD approve the merger of ABC and United Paramount Theatres Inc. because it would be best for radio and TV, those two companies argued vigorously in a joint 167-page brief submitted last week to FCC Hearing Examiner Leo Resnick.

Essentially the voluminous proposed findings were a recapitulation of the points made during the 90-odd hearing days; that: (1) ABC is in bad financial plight; (2) merger with UPT would give ABC added capital and entertainment know-how which would be used to bolster radio and TV programming; (3) strengthened ABC could really compete with dominant NBC and CBS, thus benefit the industry and the public.

Alternative, although not expressed in so many words, is that ABC may be forced to go out of business.

Also filed last week were proposed findings by Paramount Pictures in behalf of the license renewal of its KTLA (TV) Los Angeles among other facets of the case.

Proposed Findings Expected

Due this week are proposed findings—presumably in opposition—from the FCC's Broadcast Bureau and Allen B. DuMont Labs.

Need by ABC for more capital is the prime consideration in the merger, the joint brief emphasized. ABC's 1950 gross of $45,279,660 was less than 50% of NBC's (and less than 8% of RCA's, parent company of NBC), about 37% of CBS's, and 60% of DuMont's. ABC in nine years of operations never has paid a dividend.

Other points made were:

New American Broadcasting-Paramount Theatres Inc. would have no monopoly in radio, TV or theatres in any city.

In a study of cities in which ABC has AM-FM-TV stations, and UPT theatres, none are without competition.

● Only relationship between Paramount Pictures Corp. and UPT is that of "buyer and seller."

● UPT has complied fully with the 1949 Consent Decree.

The FCC early in August ordered that anti-trust activities prior to the 1948 date should be disregarded by the examiner. This was done in the interest of accelerating a decision on the case [B•T, Aug. 4].

● Contention that UPT might tend to suppress TV is fallacious. UPT can benefit from its investment in radio and TV only to the extent it develops what will be the merged company's ABC Division so it will be able to compete effectively in the field.

There is no incompatibility between radio-TV and motion picture exhibition. TV's vitality is in the spontaneous presentation of news events, etc. Therefore, it will compete with other in-home activities. Movies will compete with other out-of-home activities.

● The merger will provide (1) more effective competition, (2) working capital and earning power —which will permit greater program risks, expanded program structure, new types of programming and the development of TV, (3) stronger ABC will affect other networks, cause them to improve their programs, thus benefit the public, (4) as is true of other networks, merger will provide diversified income, (5) UPT is the ideal partner for ABC; it has know-how, skills and experience in entertainment world, financial strength.

● Under the terms of the merger, the new AB-PT company will issue $25 million of new securities. It will also assume all of ABC's $14.5 million obligations. To board of AB-PT will go present 13 UPT directors plus ABC's Edward J. Noble, Robert E. Kintner, Robert H. Hinckley, Earl E. Anderson and Owen D. Young. Mr. Noble will also be chairman of the finance committee. Mr. Kintner will remain as president of ABC Division and C. N. Priaulx becomes treasurer, ABC Division.

ABC Division will also acquire following UPT executives: Robert H. O'Brien, to be executive vice president; Robert Weitman, vice president in charge of talent and programming; Earl Hudson, vice president in charge of Western Division; John Mitchell to be manager of WENR-TV Chicago.

UPT's WBKB (TV) Chicago will be sold to CBS for $6 million.

Relying heavily on its decade-long operation of KTLA Los Angeles and WBKB, Paramount Pictures declared there never have been any suggestions of violations of FCC rules or the Communications Act.

The 1949 Consent Decree should be considered in the same light as the FCC's 1941 Chain Broadcasting Rules, the movie producing company said. There, the FCC forced the networks to revise their practices, it pointed out, but did not revoke any licenses.

Paramount a Defendant

Only three of the several exhibitors put on the witness stand by the FCC counsel mentioned difficulty in getting pictures from Paramount since 1948, Paramount pointed out. All admitted that they are now experiencing no difficulty, it added.

Paramount is also a defendant in the government's anti-trust suit against the National Screen Service Corp. for monopoly in the production and distribution of movie trailers and advertising accessories. Three of Paramount's directors are directors of Madison Square Garden, a defendant in the government's anti-trust suit against the International Boxing Club.

There is no conflict between motion picture production and TV, Paramount Pictures said. It pointed to its stations and its interests in DuMont, Chromatic Television Labs. (developing Lawrence tricolor picture tube) and in International Telemeter Corp. (subscription-TV) as examples of its early and intense activity in TV.

TV has not been able to show Paramount Pictures films because it cannot afford them, brief said. "When television can bring a return comparable to that which theatres can produce, Paramount intends to make new and recently re-issued motion picture films available for television purposes."

It also mentioned other labor union barriers to the sale of films to TV.

Paramount said it was looking forward to theatre-TV, intended to participate in theatre-TV hearings (engineering and accounting phases are scheduled for Oct. 20) and that if frequencies are made available, it will apply for permission to use the channels.

JELL-O SIGNS HOPE

In $2 Million Contract

GENERAL FOODS (Jell-O), New York, signed last week under an approximately $2 million contract to sponsor Bob Hope in two series of programs on NBC radio [B•T, Sept. 22]—a morning quarter-hour strip and a weekly nighttime show—in what the network called one of the largest multiple purchases of radio network time by a major advertiser in recent years.

The sale, announced Thursday by NBC Sales Vice President John K. Herbert, also was the first under the new contiguous rate feature of the network's revised rate-and-discount structure, which officials expect to put into effect this week [B•T, Sept. 8, et seq; also see story, page 26]. Under the contiguous rate plan, advertisers who sponsor combinations of daytime and evening programs, one of which must be a strip, are granted the lower "contiguous" rate on total program time within any one day.

The Hope strip (Mon.-Fri., 9:30-45 a.m.) will start Nov. 10 while the evening program (Wed., 10-10:30 p.m.) will be launched Jan. 7.

"This purchase by General Foods represents a firm conviction on the part of a major advertiser that radio still offers the best buy, dollar for dollar, of any advertising medium," Mr. Herbert said in his announcement. "It also marks the first time in the history of NBC radio that a comedian of Mr. Hope's stature will be heard regularly on both daytime and nighttime programs."

Mr. Hope is also committed to 10 NBC-TV shows on the *Colgate Comedy Hour* this season, the first to be Oct. 12.

Young & Rubicam, New York, is the agency.

SAMS FOLLOWS

Data to Non-Subscribers

COMPETITION, traditionally beneficial to the customer, apparently works out that way in research as well as in the sale of merchandising.

After A. C. Nielsen Co. had modified its Nielsen Coverage Service contracts to offer a "Complete Circulation Report," including non-subscribers data to its advertiser, agency and station clients, Standard Audit & Measurement Services last week notified advertisers and agencies that it, too, will supply them with data collected on non-subscribing stations.

Wire, sent Wednesday by Kenneth Baker, SAMS president, states that in addition to an earlier offer of complete sets of 400 subscriber reports gratis to agencies and advertisers, SAMS will "provide agencies and advertisers with tabulations involving use of non-subscriber data for tabulating cost. In addition, will supply all of our radio data in conventional area-type format for counties and reported cities for prices ranging to maximum of $2,500 for entire set, cost to buyer determined by number of counties ordered."

R. H. MACY ELECTS

Three New Directors

THREE new directors identified with radio and TV were elected last week by R. H. Macy & Co., New York department store, minority owner in General Tire & Rubber Co.'s General Teleradio properties.

Trio includes Gardner Cowles, president of KRNT-AM-FM Des Moines, and WNAX Yankton, S. D., and also president, *Look* and *Quick* magazines, *Des Moines Register & Tribune* and chairman of the board of *Minneapolis Star & Tribune;* Robert Montgomery, TV executive producer, NBC New York, and director, Neptune Productions (television films), and Abraham L. Bienstock, director, Telenews Productions Inc. and Transcontinental Properties Inc. Transcontinental is sole owner of Great Plains Television Properties Inc., applicant for new TV stations in Duluth, Sioux City, Little Rock and Springfield, Ill.

INDUSTRY MUST POLICE

Klein Says; 'Morals' Probe Recesses

THE MAN who told objectors to radio and TV programs to "turn the damned thing off" changed his mind last week.

Rep. Arthur G. Klein (D-N.Y.), a member of the seven-man House Commerce Subcommittee investigating "immoral" and "offensive" radio and TV programs [B•T, June 9, et seq.], admitted that his earlier admonition was not the answer.

"I started out with the idea that people should see what they want to see and if they didn't like it they could turn it off," he said Thursday in Washington. "But, I've changed my mind. My facetious remark is not the answer. I've come to the viewpoint that someone must take the responsibility for policing the good taste of radio and TV programs that come into the home. The industry should do it, but, if they don't, someone else should."

Klein's Viewpoint

Rep. Klein told BROADCASTING • TELECASTING that broadcasting is different than movies, newspapers, magazines, comic books. "The program comes into the home," he explained, "and the listener or viewer doesn't know what's coming next."

"Turning it off is not the answer," he added. "Sometimes when you turn it off, you create the very curiosity you're trying to prevent. Especially with children, who may accept beer advertising, for example, without thinking about it, but whose interest would become aroused if the parent who objected to beer commercials switched the program off."

Rep. Klein reaffirmed his opposition to censorship. In this sentiment he was joined earlier in the week by Rep. Joseph P. O'Hara (R-Minn.), who said:

"To my mind the industry should handle such problems itself rather than have Congress enact any type of thought control or censorship."

Inquiry into radio and TV programs recessed Friday until after the Nov. 4 elections. At that time, the committee will confer on plans for the future and consider what kind of a report should be submitted, Chairman Oren Harris (D-Ark.) told reporters.

Last week's hearings were highlighted by industry testimony from NBC's Charles R. Denny Jr., CBS's Jack Van Volkenburg and National Television Film Council's Melvin Gold, in a New York session Tuesday and Wednesday.

On Thursday, the subcommittee heard Herbert Monte Levy, American Civil Liberties Union; Mrs. Winfield D. Smart, St. James Council of Catholic Women, Falls Church, Va., and Albert J. McAloon, prevention coordinator, Rhode Island Juvenile Court.

Scheduled for Friday were Clinton M. Hester, U. S. Brewers Foundation and Miss Alice Keith, National Academy of Broadcasting Foundation, Washington, D. C.

Mr. Denny reminded the Congressmen that good taste cannot be legislated but "must grow from an inner awareness and a continuing resolve to operate in the public interest." He contended that broadcasters have met this responsibility by avoiding "vulgarity or material in bad taste" and by "serving the public as an influence for good."

Mr. Denny outlined in detail procedures followed at NBC for establishing proper standards of taste in broadcasting and for insuring compliance with these standards. He cited the industry code of the NARTB, to which NBC subscribes, and NBC's own code of program standards, adopted in 1934 and "strengthened and revised from time to time." Mr. Denny stated that NBC's position was that crime and mystery programs were "a proper and legitimate part of the broadcast schedule." He noted that crime and mystery programs constituted only 2.7% of NBC's fall television schedule and 4.3% of the fall radio schedule.

In reply to a question from Rep. O'Hara on whether a sponsor, advertising agency or the network should take responsibility for poor taste in programming, Mr. Denny said that both the network and the local station must share the burden.

With respect to cigarette and beer commercials, Mr. Denny said that NBC had received 622 complaints for the first eight months of 1951 and only 32 in a similar period for 1952.

Mr. Van Volkenburg reported that he and his colleagues at CBS were "deeply disturbed" by the implication in the resolution under which the subcommittee was operating.

He added that legislation designed to improve programming would be "a dangerous encroachment upon freedom of speech and would result in sterile programming."

Asserting that present laws provide punishment for broadcasting obscene, indecent or profane language, Mr. Van Volkenburg argued that additional legislation could result in "artificial restrictions upon program development."

In the final analysis, he said, "the public are our masters."

At CBS, Mr. Van Volkenburg declared, philosophy of programming did more than "just avoid offensive broadcasts." He said the fundamental policy in both radio and television was to emphasize "creative programming." He noted that CBS has created many of its own programs because the network has believed for a long time that it should operate as "something more than a mere conduit for other people's programs and commercial messages."

To guard against offensive material, CBS created an editing department in 1935, Mr. Van Volkenburg explained. He said it was the responsibility of this department to make certain that all editorial and advertising material broadcast over the network and over radio and television stations owned by it complied with CBS' basic standards of good taste and with the NARTB code.

During a question-and-answer period, Rep. Harris commented that he was receiving the impression that the networks, for the first time during the hearing, were admitting that they shoulder the largest portion of responsibility for network programming and commercials. He remarked that during testimony from witnesses in Washington two weeks ago he received the impression that some network representatives were placing responsibility on the local stations.

Mr. Van Volkenburg and Rep. Carlyle engaged in a prolonged discussion of the broadcasting of beer commercials in "dry" areas. Mr. Van Volkenburg explained that CBS did not send beer commercials to a local station in "dry" territory but that listeners could often pick them up from another station in another state.

All members of the committee expressed the opinion that they were convinced that the networks were endeavoring to improve pro-

(Continued on page 116)

upcoming

NARTB District Meeting Schedule

Date	Dist.	Hotel	City
Oct.			
2-3	4	Carolina	Pinehurst, N. C.
6-7	5	Biltmore	Atlanta
9-10	6	Peabody	Memphis
13-14	3	Penn-Harris	Harrisburg, Pa.
16-17	2	Westchester Country Club	Rye, N. Y.
20-21	1	Statler	Boston

Sept. 28-30: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa.

Sept. 29: CBS Radio Affiliates Committee, Ambassador East, Chicago.

Sept. 29: ABC Western Div. radio affiliates' annual fall meeting, Beverly Hills Hotel, Hollywood.

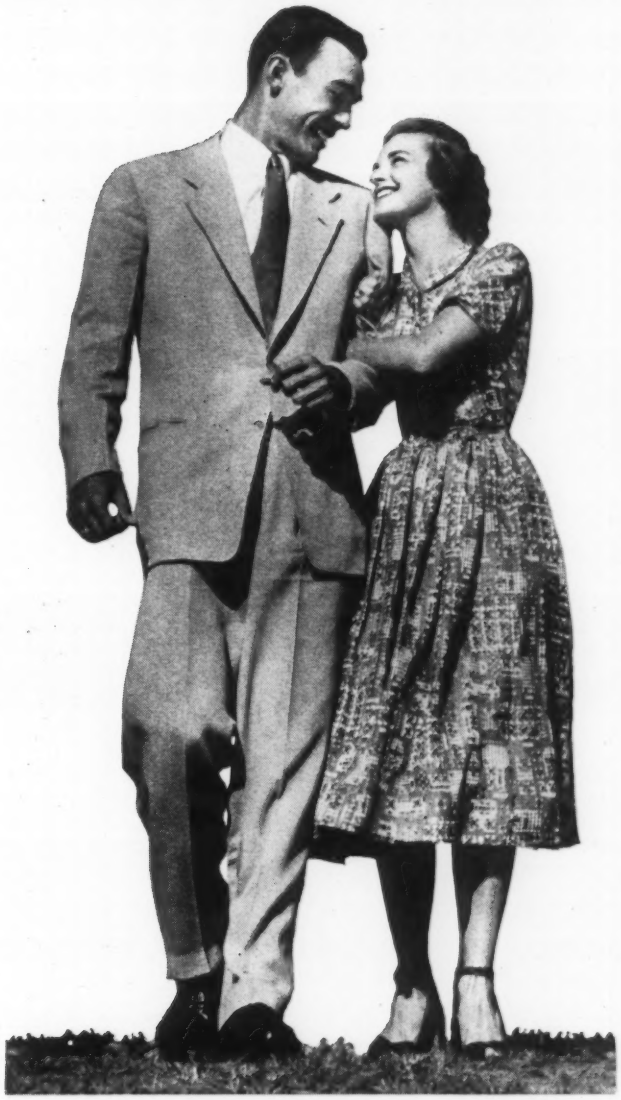
Sept. 29: Tall Tower meeting, FCC. Room 2230.

Sept. 29-Oct. 1: Assn. of National Advertisers, 43d annual meeting, Hotel Plaza, N. Y.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Sept. 30, Oct. 1-2: NARTB TV Code Review Board, Ambassador Hotel, N. Y.

MEMBERS of the newly-created ABC-TV Advisory Committee which met in New York last Monday (see story, page 59) are (seated, l to r): Kenneth Berkeley, vice president-general manager, WMAL-TV Washington; Mort Watters, vice president-general manager, WCPO-TV Cincinnati and newly-elected committee chairman; Robert E. Kintner, ABC president; Otto P. Brandt, vice president-general manager, KING-TV Seattle; Franklin Snyder, vice-president-station manager, WXEL (TV) Cleveland, and William Lane, vice president-general manager, WLTV (TV) Atlanta; standing: Don Durgin, ABC-TV Presentation Dept.; William Wylie, manager, ABC-AM-TV Station Relations Depts.; Charles Underhill, national director, ABC-TV Program Dept.; Alfred R. Beckman, national director, ABC-AM-TV Station Relations Depts.; Ernest Lee Jahncke Jr., ABC vice president and assistant to president; John H. Norton, vice president, ABC Central Div., and Alexander Stronach Jr., ABC-TV vice president.



Like guys go with dolls

More-listeners-per-dollar and W-I-T-H go together just like guys go with dolls. It's a natural combination!

Baltimore retailers know all about this. *That's why W-I-T-H carries the advertising of twice as many of them as any station in town!*

These more-listeners-per-dollar that W-I-T-H delivers mean *low cost results!* That's what you want from radio, isn't it?

Let W-I-T-H produce for you too—at low, LOW cost! Your Forjoe man will give you the whole story.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Here is part of the* UPPER SANDY *business district where more than 50,000 Portlanders do their shopping regularly. Indication of growth is tremendous increase of business houses to serve the ever-increasing number of new residents.

MOTEL OWNER Guy H. Struthers, Upper Sandy Booster club president, says, "We've felt the impact of KGW prestige and selling influence for many years. It's the logical choice for selling the Portland market."

THE *People's Choice** IN PORTLAND OREGON

More "home" merchandising, audience and sales promotion in the largest area served by any Portland area radio station means KGW gives you *more* for your money.

The center of this KGW-serviced area is Portland, which ranks tenth highest nationally in percentage of radio homes in cities of half-million to one million total population. According to recently compiled figures there are only 6,182 homes without radios in metropolitan Portland, an area of more than 700,000 population.

By all means, investigate the type service offered by KGW in the heart of this great 12,000 square mile area with a population of more than a million-and-a-quarter and 374,-894 radio homes. KGW leadership in community affairs has paid off in increased sales. You will want to take advantage of these "extras" offered only by Portland's pioneer station, KGW.

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

HERE'S THE CHOICE...KGW'S VOICE!

GROCER George Denfeld asserts, "Public service for more than thirty years has made KGW our choice. When you have a product to sell, KGW can sell it faster and better."

CAFE OWNER Charles Rutherford reports, "We know the value of good radio salesmanship and for our money KGW delivers with top quality salesmanship, merchandising and results."

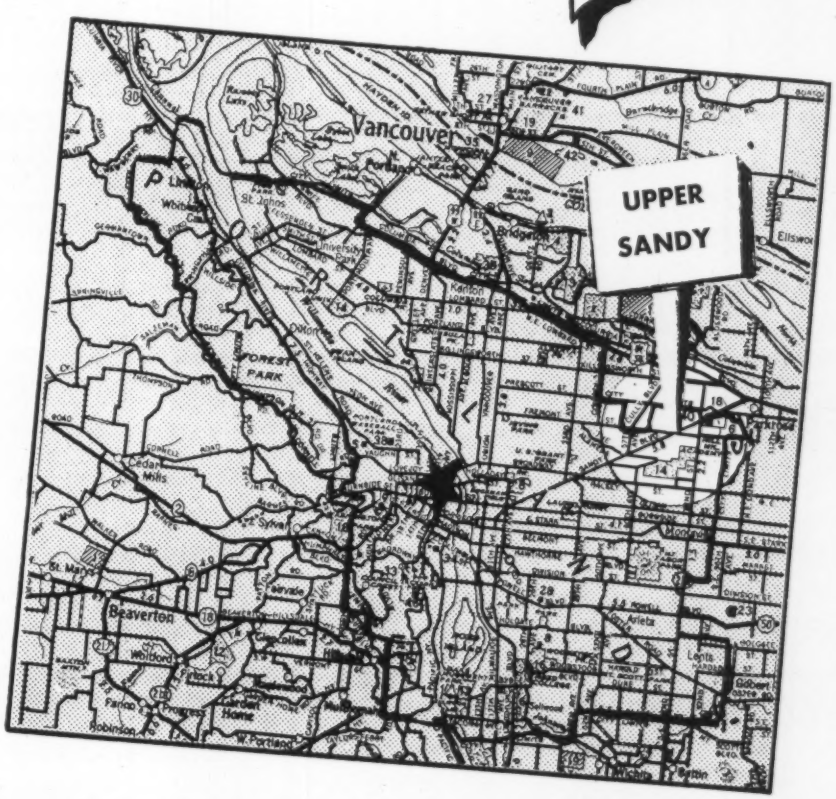
HARDWARE STORE Owners T. J. Armentrout and M. L. Erwin agree KGW is the top radio medium in the Portland area... "quality programming and service," Mr. Armentrout states.

JEWELER Earl W. Hamilton says, "Our district is assured of finest entertainment and community promotion on KGW. Without a doubt, the best radio buy in our city."

Upper Sandy...

Another Portland district solidly sold on KGW.
A fast growing business district in another rapidly expanding residential area.

DRESS SHOP Owners Linnoira Hariaux and Leah Powell both boost KGW. "No better way to advertise than radio and no better radio station than KGW," they assert.



BEAUTY OPERATOR Jewell Montgomery states, "I know the housewives' reaction to good radio programming. KGW receives the largest share of applause from them as the outstanding radio medium in this area."

Political Spending Spree Is Windfall

(Continued from page 24)

18 simulcasts will have been purchased, with total time outlays estimated at between $800,000 and $1 million.

Newspaper opposition also is adjudged a factor in the decision of Democratic party strategists to shoot the works on radio-TV all down the line, even to key areas of Senatorial and Congressional races.

Gov. Stevenson himself railed out again last week at the pro-Eisenhower press and coverage of his labor views, and commented:

"Somehow you have to get through to the people. It is not easy. That's why things like television and all of these media of communication that are appallingly expensive are likewise so necessary."

Simulcasts will not be limited to Presidential nominees Dwight Eisenhower and Adlai Stevenson. Plans are in progress for radio-TV speaking dates on President Truman's whistle-stop tour, and for other leaders of both parties.

Speculation that national network simulcasts may be arranged to climax the political drives of both Presidential nominees in Boston was rife last week. Negotiations reportedly were underway in both the Eisenhower and Stevenson camps. Both parties have reserved TV time for election eve.

Meanwhile, additional timebuys were set past fortnight for both parties as the campaign became more heated [B•T, Aug. 4, et seq.].

Gov. Stevenson, who spoke from Baltimore last Tuesday on CBS-TV and on ABC radio, is slated for a simulcast today in Chicago on NBC-TV and MBS radio. He will speak in Columbus Oct. 3 on ABC-TV and CBS Radio.

The National Committee for Stevenson-Sparkman picked up the tab for his AFL talk on MBS last Monday. Agency was Furman & Feiner.

Gen. Eisenhower, who spoke in Baltimore Thursday on DuMont-TV Network and CBS Radio, has these other dates: CBS Radio, Oct. 3 (from Milwaukee); CBS-TV, NBC radio, Oct. 9 (Los Angeles); CBS Radio-TV, Oct. 29.

Taft Tour Talks

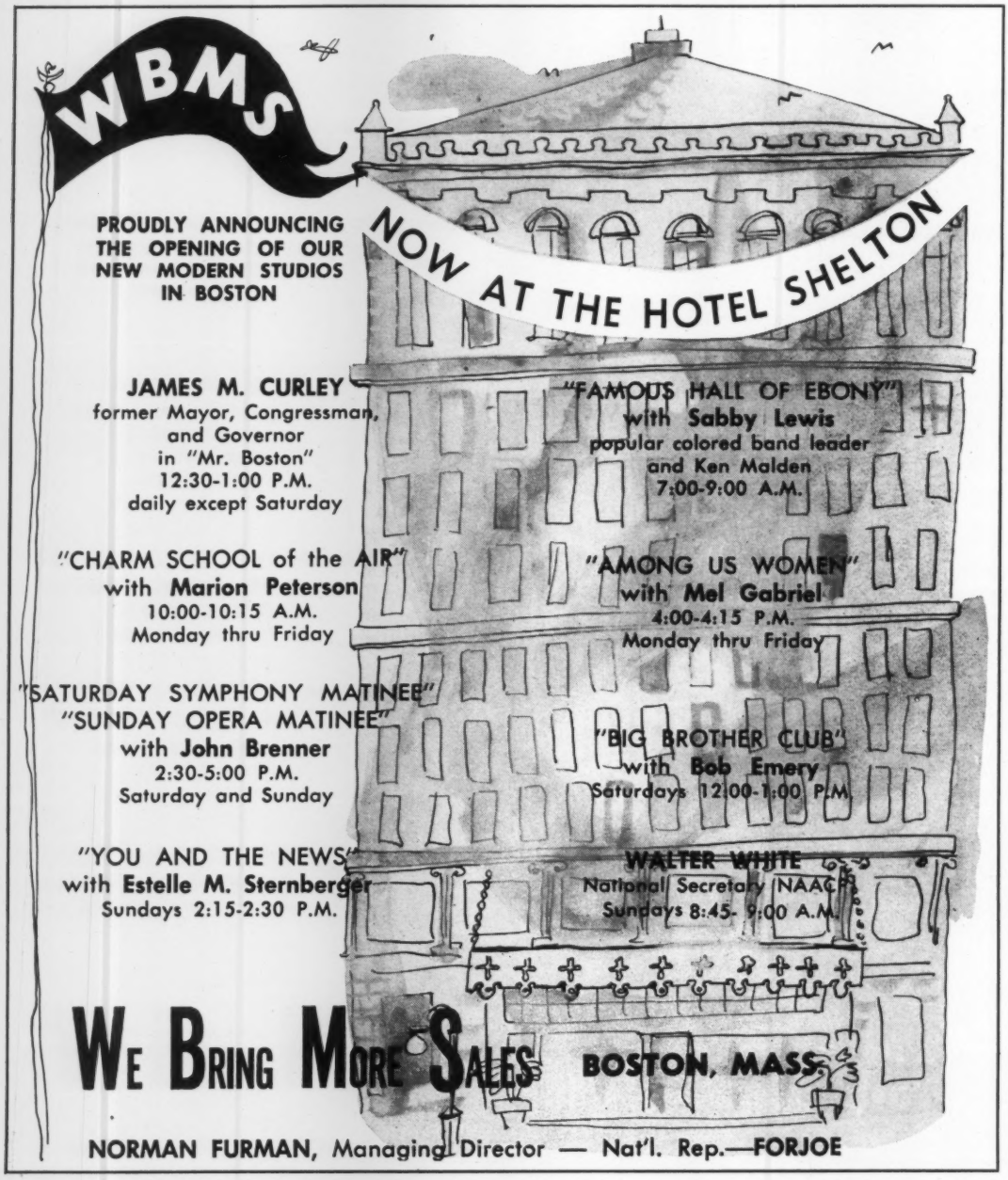
Sen. Taft, who spoke on an NBC simulcast from Springfield, Ohio, with the Republican Senatorial Committee footing the bill, is expected to speak again on radio and/or TV in the weeks to come on a tour that will take him through the midwest.

Both parties, if not their respective national committees, are siphoning funds into gubernatorial, Senatorial and Congressional races. GOP bought a block of seven ABC radio periods to be used by Republican governors. There were reports that the Democrats may tab as much as $500,000 for these campaigns alone, with local organizations footing most of the bills.

As an example, radio-TV campaigning is now well underway in Connecticut where Sen. William Benton (D) experimented with six different types of formats on WNHC-TV New Haven, which has sold a sizable quantity of time to both parties. His opponent, William Purtell (R), now filling an interim U. S. Senate appointment, bought time for a press interview.

Prescott Bush, GOP candidate for the seat of the late Sen. Brien McMahon (D) and CBS minority stockholder and director [B•T, Sept. 8, 1], also is expected to buy heavily on radio and television, and the same holds true for Rep. Abraham Ribicoff (D), his opponent. Both parties reportedly have hired TV consultants to help them map their programs on New Haven's only video outlet.

The Talkathon device will be pressed into action in the Fourth Congressional district of Connecticut by Rep. Albert P. Morano (R). He has purchased time on WICC Bridgeport starting at 10:30 p.m. Sept. 30.



AGENCY SHIFTS

Personnel Moves Affect 7

SPLURGE of agency affiliation changes developed among New York timebuyers and account executives last week. Switches involved at least four radio-TV timebuyers and three account men.

Jane Smathers, with J. Walter Thompson Co., New York, joins Cecil & Presbrey, same city, as a radio-TV timebuyer. Jeane Jaffe, assistant timebuyer at J. Walter Thompson, will be promoted to timebuyer taking over the Florida Citrus Commission account.

Eunice McGarry, last with Doherty, Clifford & Shenfield, New York, returns to Harry B. Cohen Adv. as a timebuyer, reporting to Mary Dunlavey, head of the radio-TV timebuyer department. Meanwhile, Sam Gill, media and research head at Harry B. Cohen, resigned.

Helen Wilbur, associated with D C & S, New York, as head of the timebuying department since its formation, resigned last week. Her successor is expected to be announced shortly.

Eleanor Accles, associated with Robert W. Orr Assoc. since its organization in 1947, has been appointed space and timebuyer for the agency.

Shirley Fisher, in charge of public relations, Chicago International Trade Fair in Paris, has joined the staff of Bozell & Jacobs, New York, as an account executive.

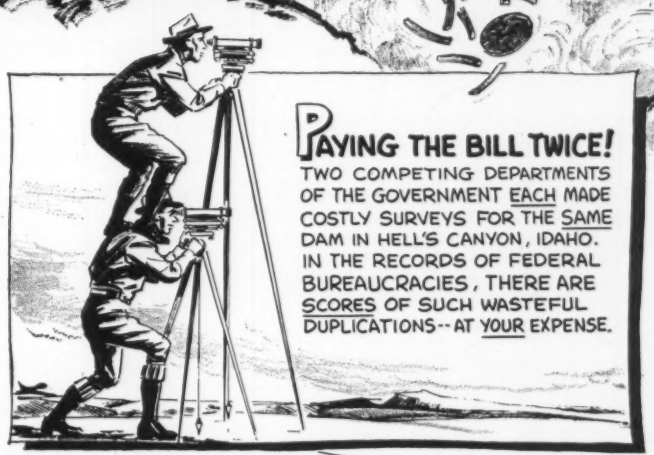
William B. Zifchak, McCann-Erickson for the past 13½ years, moved to Lennen & Mitchell as outdoor manager.

Monroe G. Gordon, with John Mather Lupton Co. for the past two years, was promoted to account executive for Eriez Mfg. Co.

HERE'S WHERE YOUR MONEY GOES...

WITH SO MUCH MONEY NEEDED FOR DEFENSE, IT'S IMPORTANT THAT NONE OF YOUR TAX MONEY GOES FOR WASTEFUL, SOCIALISTIC PROJECTS. HERE ARE A FEW EXAMPLES OF GOVERNMENT SPENDING THAT IS UNNECESSARY...

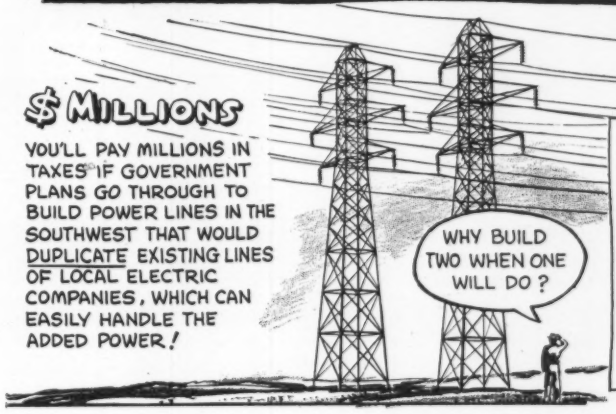
BARRELS OF TAX MONEY—
OVER $350 MILLION--WOULD BE NEEDED FOR THE POWER PLANT IT IS PROPOSED THE GOVERNMENT BUILD AT NIAGARA FALLS. FIVE LOCAL ELECTRIC COMPANIES HAVE OFFERED TO DO THE JOB WITHOUT SPENDING ONE CENT OF TAX MONEY.



PAYING THE BILL TWICE!
TWO COMPETING DEPARTMENTS OF THE GOVERNMENT EACH MADE COSTLY SURVEYS FOR THE SAME DAM IN HELL'S CANYON, IDAHO. IN THE RECORDS OF FEDERAL BUREAUCRACIES, THERE ARE SCORES OF SUCH WASTEFUL DUPLICATIONS--AT YOUR EXPENSE.

DIG DEEPER! WHEN THE FEDERAL GOVERNMENT UNDERTAKES AN ELECTRIC POWER PROJECT THAT ELECTRIC COMPANIES COULD DO, YOU PAY TWICE -- NOT ONLY FOR THE COST OF THE PROJECT, BUT TO MAKE UP FOR LOCAL, STATE AND FEDERAL TAXES THAT ARE LOST.

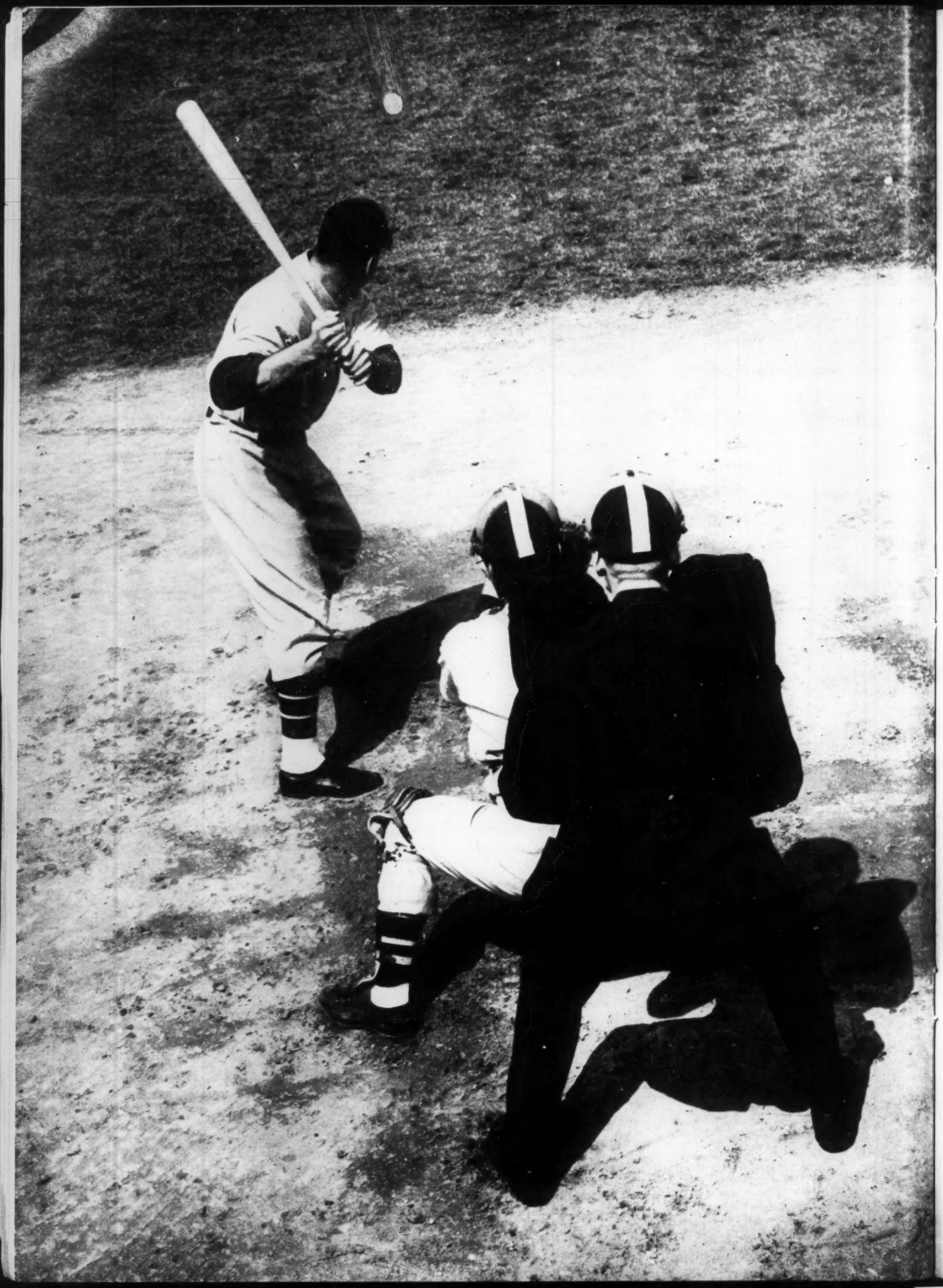
$ MILLIONS
YOU'LL PAY MILLIONS IN TAXES IF GOVERNMENT PLANS GO THROUGH TO BUILD POWER LINES IN THE SOUTHWEST THAT WOULD DUPLICATE EXISTING LINES OF LOCAL ELECTRIC COMPANIES, WHICH CAN EASILY HANDLE THE ADDED POWER!



YOUR TAXES ARE HIGH ENOUGH ALREADY.
THEY WILL GO HIGHER IF THE GOVERNMENT TREND TOWARD SOCIALIZED ELECTRICITY CONTINUES. WE WANT YOU TO BE AWARE OF THIS DANGER. THAT'S WHY THIS MESSAGE IS BROUGHT TO YOU BY AMERICA'S

ELECTRIC LIGHT AND POWER COMPANIES*

LISTEN TO CORLISS ARCHER *Names on request from this magazine
New time effective October 3rd—Fridays, 9:30 P.M., E.S.T.—ABC Network.



XUM

batting 1.000 . . .

in <u>every</u> survey since 1936!

1936 World Broadcasting System*

1937 Don Lee Network*

1938 Radio Station WSAV, Savannah*

1939 Free & Peters, Nat'l Representatives

1941 Radio Station WHO, Des Moines*

1942 Hooper Holmes Bureau, Inc.

1944 Dr. Herman Hettinger

1946 Radio Station WJW, Cleveland*

1946 Frazier & Peter, Management Consultants

1948 Radio Station WJW, Cleveland*

1949 Westinghouse Radio Stations*

1950 Radio Station WTOP, Washington D. C.*

1951 Fact Finders Associates, Inc., N. Y.

1952 International Public Opinion Research, Inc.

* Denotes surveys conducted without prior knowledge of BROADCASTING • TELECASTING.

A letter or a telephone call to your nearest BROADCASTING • TELECASTING office will bring the results of our newest agency-advertiser readership study to you.

BROADCASTING TELECASTING

870 NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.
MEtropolitan 1022

NEW YORK — 488 Madison Avenue — PLaza 5-8355
CHICAGO — 360 North Michigan Avenue — CEntral 6-4115
HOLLYWOOD—Taft Bldg., Hollywood & Vine—HEmpsted 8181

Sales are made wherever SESAC discs are played. Everywhere, SESAC Transcribed Library programs are selling time for broadcasters and merchandise for sponsors.

Complete sample recorded programs and colorful sales brochures will help you sign sponsors for these network-quality script shows. In addition, the SESAC Transcribed Library gives you over 4,000 varied musical selections, program notes, and a catalog of 1,200 bridges, moods and themes. The complete, sales-supporting service costs as little as $45 a month, based on advertising rates.

For samples, discs, and data, drop us a card.

SESAC Transcribed Library
475 Fifth Ave., New York 17.

SESAC Inc.

Jones Vacancy

(Continued from page 26)

not gone to the White House.

A caller at the White House last Thursday was Morris Novik, New York broadcaster and consultant to the American Federation of Labor and International Ladies Garment Workers Union. He was there primarily in connection with ILGWU for which Mr. Truman made a recording. Mr. Novik several years ago was endorsed for the FCC by the late Mayor Fiorella LaGuardia of New York, but at that time declined for personal financial reasons. Whether he is now under consideration or whether he espoused the appointment of one of the candidates was not immediately ascertainable, but it was thought his personal position has not changed.

In behalf of Mr. Morgan, it was stated that he was not interested in the interim post. Nevertheless, his name had been submitted.

Mr. Merrill is a Democrat from Utah, and a Morman. The fact that Vice President Rosel H. Hyde, Republican, is from neighboring Idaho, and also a Morman, probably would eliminate Mr. Merrill in the final consideration.

Dr. Dunham, who is 60, is a Democrat, from New York, also the domicile of Comr. Frieda B. Hennock. He has a distinguished background as an educator and a musician, and has been prominently identified with Catholic organizations. He has been chief of radio activities of the Office of Education since 1945. He is understood to have substantial support.

The quest for a qualified business man continued last weekend but because of the recess appointment aspect and the forthcoming change in presidency, difficulties reportedly were encountered in obtaining qualified aspirants.

Mr. Massing, who had been noncommital about his appointment and who at no time was an active candidate, apparently had been cleared as to availability and it was understood last week that he would have accepted had the appointment been offered. But at the weekend the situation became confused and it was indicated that sufficient clearances had not been obtained to permit the President to make the recess appointment. Then there developed campaigns for other candidates and finally there ensued the view that there should be no merit appointment from the FCC since the Massing-Cottone forces had precipitated what amounted to a Mexican standoff.

Last Tuesday President Truman announced his acceptance of the Sept. 19 resignation of Comr. Jones. The letter follows:

I regretfully accept the resignation as a member of the Federal Communications Commission, which you submitted on September 19, 1952.

I am most appreciative of the time you have given to service on the Commission, and I note with pleasure the significance you attach to the orderly development of administrative law.

'Guest Stars'

TREASURY Dept. last week announced the list of *Guest Star* programs which are to be sent during October to the 2,900 broadcasters who are aiding the Defense Bond sales campaign. They are Danny Thomas, Oct. 5; Tony Martin, Oct. 12; Bing Crosby, Oct. 19, and Les Paul & Mary Ford, Oct. 26.

On All Accounts

(Continued from page 14)

local station WENR-TV, went on the air, he began lining up TV shows as director of special events. He switched shortly thereafter to network sales, which at that time comprised both radio and television. Mr. Wilson signed the first commercial order for WENR-TV (Motorola, with boxing from Rainbo Arena) and the first regular network TV order from the Central Div. (Paris Garters for Bob Elson on a sports feature). He nurtured the growth of Lawrence Welk's *Miller High Life Revue* from an 18 to a 228-station ABC-AM network.

In May 1951, he joined Young & Rubicam in Chicago as assistant manager of the radio and television department. He became manager last spring. He supervises broadcast activity on such accounts as Elgin watches, Purity bakeries and Northern Paper, and services White Owl, Jello and Swansdown features sponsored locally.

Mr. Wilson, married to the former Betty Ratrie of Chicago, has a modern ranch home in suburban Hinsdale. He and his son, Tommy, 7, share "enforced labor" as part-time gardeners and occasional weekends as enthusiastic fishermen. The family enjoys music and home-recording as hobbies.

WLXW PURCHASE

Lewis Buys for $70,000

SALE of WLXW Carlisle, Pa., by Philip Mathews for $70,000 to Richard Field Lewis Jr., licensee of WINC and WRFL (FM) Winchester, Va., was reported in an application filed with FCC last week for approval [CLOSED CIRCUIT, Sept. 15]. Mr. Lewis also is 60% owner of WFVA Fredericksburg, Va.

Mr. Lewis stated in the transfer application that Winslow T. Porter, manager of WINC, would become manager of WLXW and that three announcer-operators holding first class licenses would be employed to operate the station. He emphasized that "network" quality announcer-operators would be sought and he proposed salaries in excess of $125 per week to acquire such men. WLXW is assigned 1 kw daytime on 1380 kc and seeks 1 kw day on 960 kc.

What's so different about California?

O-O-H (Out-of-home) listening!

1. A recent *Pulse Report* (July, 1952) showed a big bonus audience for West Coast radio advertisers—the mobile millions who listen away from home. KMPC dominates Southern California's out-of-home audience, as shown in this Pulse report:

(a) KMPC tops all other Los Angeles radio stations with the highest individual O.O.H. rating—21% on Saturday afternoons! **(b)** KMPC tops all independent stations in L.A. for total weekly O.O.H. ratings! **(c)** KMPC tops all but one network station in L.A. for total weekly O.O.H. ratings!

Southern California's one-station network!

2. You could buy 38 stations, and still not cover Southern California the way KMPC does—*primary* coverage in 205 Southern California communities.

If you'd like to talk about the O.O.H. audience, and other differences in the Southern California market, we'll be happy to supply the facts and figures.

50,000 watts days. 10,000 watts nights.

Represented nationally by H-R Representatives, Inc.

KMPC LOS ANGELES

RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Products Drew Person (175)	December Bride	Libby, McNeill & Libby Nick Carter	Adventures of the Scarlet Pimpernel S
6:15	Monday Headlines S	"	6:25 State Farm Ins., C. Brown	"
6:30	Co-op George Sokolsky	C-P-P Our Miss Brooks (193) R	Official Detective	Juvenile Jury S
6:45	Field & Stream	"	"	"
7:00	Songs by Eddie Fisher S	Ameri. Tobacco Jack Benny (200) R	Affairs of Peter Salem	Meet Your Match S
7:15	The Three Suns S	"	"	"
7:30	Time Capsule S	Rexall Drug Amos 'n' Andy (193)	Howard Cable & His Concert Band	Aldrich Family
7:45	"	"	"	"
8:00	American Music Hall S	Richard Hudnut Charlie McCarthy Show (199) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	Marlene Dietrich Cafe Istanbul S	Philip Morris Playh. on Bwy. (193)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Playhouse (194)	Opera Concert	"
9:15	Melody Highway S	"	"	"
9:30	"	TBA	Sterling John J. Anthony Hour	Chesterfield L&M Dragnet (171) R
9:45	Alistair Cooke S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	10-10:05 Ford R. Trout (112)	TBA	Meet the Press
10:15	Gloria Parker Show S	10:05-30 L'ginos-Wittnauer Chorallers (160) R	"	"
10:30	William Tusher Show S	Eddie Fisher Show	Little Symphonies	American Forum of the Air
10:45	Looking Into Space S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Coast Guard Show S	Thinking Out Loud (11:15-25)	The Political Picture	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	Adventures of the Scarlet Pimpernel S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125)	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (141)	Dinner Date S	No Network Service
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (168)	Beltone Gabriel Heatter	Miles Labs News of World (166)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (187)	Woman of the Year	AA of RR's Railroad Hour (181)
8:15	I Covered The Story S	"	"	"
8:30	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (168) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (145)
8:45	"	"	"	"
9:00	Jazz Beat S	Lever Brothers Lux Radio Theatre (181)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	Frank & Jackson S	"	Co-op Off and On The Record	Cities Service Band of America (111) N
9:45	"	"	"	"
10:00	Gulf Oil John Daly News (310)	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (157)	M. Willson's Music Room S
10:15	Dream Harbor S	"	Co-op I Love A Mystery	"
10:30	Time for Defense S (see footnote)	R. Trout (10:30-35) Ford (112)	Dance Orchestra	Swayze Citizen Views the News
10:45	"	Dance Orchestra	"	Al Goodman's Orchestra 10:35-11
11:00	The Playboys S	News	Co-op Bankhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	Adventures of the Scarlet Pimpernel S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (141)	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Oldsmobile Peggy Lee Show (57)	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	Michael Shayne Detective S	Mars Inc. People Are Funny (176)	Black Museum	duPont Co. Cavalcade of America (166)
8:15	"	"	"	"
8:30	Paul Whiteman Teen Club S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (188) R	(Co-op) Story of Doctor Kildare	Red Skelton * OT
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Life with Luigi (186)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
9:15	"	"	"	"
9:30	"	R. J. Reynolds My Friend Irma (191)	Co-op Off and On The Record	Reynolds Metals Ribber McGee & Molly (180)
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	Gulf Oil John Daly News (310)	C-P-P, L.Parsons 10-10:05 (182)	A. F. of L. Frank Edwards (27)	P. Lorillard Two for the Money (190)
10:15	Dream Harbor S	Mr. Chameleon 10:05-10:30	Co-op I Love A Mystery	"
10:30	Co-op United—Or Not? (See Footnote)	Ford, R. Trout 10:30-35 (112)	Bands for Bonds	Swayze Citizen Views the News
10:45	"	TBA 10:35-11	"	Stan Kenton Concert (10:35-11)
11:00	The Playboys S	News	Co-op Bankhage Talking	Miller Brewing First Nighter(118) 10:35-11
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)
6:15	"	You and the World S
6:30	"	No Service
6:45	"	P&G-Ivory Lowell Thomas (106 R
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125) R
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (141) R
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (168)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)
8:00	Sterling Mystery Theatre (325)	Amer. Chicle Bl in Peace & War (193)
8:15	"	"
8:30	Life Begins At 80 S	Chesebrough Dr. Christian (183) R
8:45	"	"
9:00	Co-op Mr. President	The Lineup
9:15	"	"
9:30	Co-op Crossfire	Philip Morris What's My Line (193)
9:45	"	"
10:00	Gulf Oil John Daly News (310)	Pabst Blue Ribbon Boxing Bouts (193)
10:15	Dream Harbor S	"
10:30	Latin Quarter Orchestra S (see footnote)	"
10:45	"	Dance Orchestra
11:00	The Playboys S	News
11:15 PM	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (211)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Fashion Time (58) Spl.
11:15	"	"	TBA	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning" S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	TBA
12:00 N	News S	The Asia Story	U. S. Military Academy Band	Viewpoint USA
12:15 PM	Brunch Time S	"	"	Chan's Fiesta
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	TBA	"
1:00	Churches of Christ Herald of Truth (188)	Your Invitation To Music	Vandeventer & The News S	Sunday News Desk
1:15	"	"	Wm. Hillman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar Corp. Breakfast Club (M-F-W) (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
9:30	"	"	Mac McGuire Show	Your Neighbor's Voice
9:45	Philco Corp Breakfast Club (289)	Co-op In Town Today	"	P&G Brighter Day (189)
10:00	Sterling Drug My True Story (212)	Toni-Fr. Sardine Godfrey (187) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (156)
10:15	"	Frigidaire-Owens-Corning Godfrey (188) R	Amana M-W-F & Pequot-Tu & Th Pauls Shoes (514)	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Arthur Godfrey (188) R	Co-op Take's Number	Campbell Double or Nothing (147)
10:45	When A Girl Marries S	Pillsbury Arthur Godfrey (191) R	"	"
11:00	TBA	National Biscuit Arthur Godfrey (193) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (181)
11:15	TBA	Liggett & Myers Arthur Godfrey (200) R	"	"
11:30	Bristol-Myers (MWF) (290)	Contl. Baking Grand Slam (52)	Queen For a Day 1:30-45 Tu & Th Quaker	C-P-P Bob & Ray (181)
11:45	Toni Co. Break the Bank (TuTh) (257)	P&G Ivory Snow Rosemary (141)	M-F 11:45-12 P. Lorillard	Armour Dial Dave Garroway (183)
12:00 N	Prudential The Jack Berch Show (256)	General Foods Wendy Warren (155)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Valentine S	Lever Bros. Aunt Jenny (144)	Johnson & Son News (12:15-12:25)	"
12:30	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (175)	Headline News	"
12:45	Not in Service	Whitehall Our Gal Sunday (168)	Faith in Our Time	"
1:00	Co-op Paul Harvey	P&G Ivory Big Sister (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (158)	Mutual Music Box	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	
9:30	"	"	"	Mind Your Manners
9:45	"	Garden Gate	"	"
10:00	"	U.S.Rubber Flake Salon Drake (82)	Miscellaneous Program S	Archie Andrews S
10:15	"	Super Needle Show J. J. Grass (58)	"	"
10:30	Raisins Space Patrol (284)	Brown Shoe Smilin Ed McConnell (143)	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend *(157)	Sylvan Lovin's Music Meeting	My Secret Story
11:15	"	"	"	"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (153)	Farm Conference	"Hollywood Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (187)	Quaker Man on the Farm	Arthur Barriault News from Washington
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Carnation, Stars Over Hollywood (167)	5th Army Band	U.S. Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (179)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (174)
1:15	"	"	"	"

DAY

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Pan American Union S
2:15	"
2:30	Lone Pine & His Mountaineers S
2:45	"
3:00	Marines In Review S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Bestg. Co. Old-Fashioned Revival Hr. (242)
4:15	"
4:30	"
4:45	"
5:00	This Week Around The World S
5:15	"
5:30	Goodyear Greatest Story (323)
5:45 PM	"

XUM

TUESDAY MBS	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	Adventures of the Scarlet Pimpernel $	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	Adventures of the Scarlet Pimpernel $	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	Adventures of the Scarlet Pimpernel $	Una Mae Carlisle $	Morton Salt Visiting Time (6)	Smiley Whitley Show	News from NBC with George Hicks	6:00 PM
"	Bill Stern's Sports Review (MM)	"	You and the World $	"	Bill Stern's Sports Review (MM)	"	You and the World $	"	Bill Stern's Sports Review (MM)	Faith of the Future $	"	"	Earl Godwin, Washington	6:15
"	No Network Service	"	No Service	"	No Network Service	"	No Service	"	No Network Service	Co-op Bob Finnegan Sports	CBS Radio Sports Roundup	Preston Sellers	NBC Symphony Orchestra	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	Labor-Management $	Larry LeSeuer News	"	"	6:45
Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G–Oxydol, Dreft, Lava Beulah (125)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G–Oxydol, Dreft, Lava Beulah (125)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	"	Broadway Is My Beat	Co-op Al Helfer	"	7:00
Co-op Men's Corner	No Network Service	Co-op Elmer Davis	P&G–Tide Jack Smith (141)	Co-op Rukeyser Reports	No Network Service	Co-op Elmer Davis	P&G–Tide Jack Smith (141)	Dinner Date	No Network Service	Women In Uniform $	"	Report From The Pentagon	"	7:15
Gabriel Heatter	Miles Labs News of World (168)	General Mills Silver Eagle (137)	Oldsmobile Peggy Lee Show (57)	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	General Mills Lone Ranger (153)	Campbell Soup Club 15 (168)	Marine Co. Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room $	R. J. Reynolds Vaughn Monroe (177)	Down You Go (7:30-7:55)	Who Goes There?	7:30
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	Am. Oil-Hamm. Ed. R. Murrow (190)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	(See footnote)	Am. Oil-Hamm Ed. R. Murrow (190)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
MGM Musical Comedy Theatre	TBA	Defense Attorney $	American Chicle Meet Millie (176)	Modern Adv. of Casanova	General Foods Roy Rogers (179)	The Top Guy $	Amer. Chicle Mr. Keen (193)	Adv. of Maisie	Amer Tobacco Co Hit Parade (191)	Dancing Party $	Wrigley Gene Autry (181) R	Wildroot 20 Questions	Inside Bob & Ray	8:00
"	"	"	"	"	"	"	"	"	"	"	"	20 Questions $	"	8:15
"	Kraft Gildersleeve (160)	Newsstand Theatre $	Junior Miss	(Co-op) The Hardy Family	General Foods Father Knows Best	Equitable Life This Is Your FBI (280) R	Gunsmoke	(Co-op) Gracie Fields Show	Music by Mantovani $	"	GF-Post Cereal Tarzan (155) R	(Co-op) MGM Theatre of the Air	Stars In Khaki 'n' Blue $	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
Family Theatre	DeSoto Plymouth Dealers, You Be Your Life (191)	Escape with Me $	Andrew Jergens Hollywood Playhouse (110)	Co-op Rod & Gun Club	Pot Milk Truth or Consequences (166)	Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	Horatio Hornblower	Magazine Theatre	Best Plays	"	General Foods Grapenuts Gangbusters * (155) R *	"	Pee Wee King $	9:00
"	"	"	* *	"	"	"	"	"	"	"	"	"	"	9:15
Co-op Off and On The Record	Amer. Cig. & Cig Big Story (191)	News As It Happened $	Gen. Elect. Bing Crosby (190)	Co-op Off and On The Record	TBA	Electric Cos. Meet Corliss Archer (325)	Escape	Co-op Off and On The Record	"	"	Steve Allen	Lombardoland U.S.A. $	R. J. Reynolds Grand Ole Opry (178)	9:30
"	"	I Covered The Story $	"	"	"	"	"	"	"	"	"	"	"	9:45
A. F. of L. Frank Edwards (157)	Barrie Craig Confidential Investigator * OT	Gulf Oil John Daly News (310)	(10-10:05) R. Trout (162) General Foods	A. F. of L. Frank Edwards (27)	Judy Canova (OT) *	Gillette Cavalcade of Sports (325)	(10-10:05) R Trout Ford (110)	A. F. of L. Frank Edwards (157)	Hy Gardner Calling	Saturday at Shamrock $	10-10:05 R. Trout	Chicago Theatre of the Air $	Reuben, Reuben	10:00
Co-op I Love A Mystery	"	Heartstrings $	10:05-30 Doris Day Show	Co-op I Love A Mystery	"	"	Capitol Cloakrm.	Co-op I Love A Mystery	Words in the Night	"	10:05-30 Steve Allen	"	"	10:15
Dance Orchestra	Swayze Citizen Views the News	TBA (See Footnote)	TBA	Dance Orchestra	Swayze Citizen Views the News	"	Dance Orchestra	Dance Orchestra	Swayze Citizen Views the News	Politics on Trial $	10:30-35 This I Believe	"	Locke Stove Co. Duke of Paducah & Opry Gang (29)	10:30
"	Dangerous Assignment *M-M, 10:35-11	"	"	"	Election Previews 10:35-11	Gulf Oil John Daly (310) (See Footnote)	"	"	Radio City Previews 10:35-10:45 Pro and Con	"	10:35-11 Dance Orchestra	"	"	10:45
Co-op Bankhage Talking	No Network Service	The Playboys $	News	Co-op Bankhage Talking	"	The Playboys $	News	Co-op Bankhage Talking	No Network Service	News $	News	News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report $	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report $	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Buddy Wood Trio $	Dance Orchestra	Dance Orchestra	Alex Dreier News	11:15 PM

TIME

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not In Service	P&G Crisco Dr. Malone (155)	Luncheon with Lopez	Co-op News Morrill Mueller $	Vincent Lopez Show $	Carew City Hospital (153)	Sports Parade	Dude Ranch Jamboree
"	"	"	"	P&G Duz Guiding Light (150)	"	Wesson Oil Dr. Paul (61)	"	" *	"	"
Longines-Wittnauer Symphonette (156)	Top Tunes with Trendler	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (138)	Say It With Music	Jane Pickens Show	Football Game of the Week $	Hormel & Co. Music with H. Girls (121)	Game of the Week (Football) Co-op	"
"	"	"	"	P&G Tide Perry Mason (160)	2:25 Johnson & Son, News	Every Day M. Wilson's Music Room 2:30-255	"	"	"	"
New York Philharmonic Symphony	Les Higbie	Sammy Kaye's Sunday Serenade	Tennessee Ernie $	Toni, Seeman Nora Drake (170)	Repeat Paula Stone Program	"	"	Chicagoans	"	Big City Serenade
"	Dixie Four Quartet	"	"	P&G Ivory Fl. Brighter Day (143)	Music By Willard	H. Bishop (190) Inside News from Hollywood 2:55	"	"	"	"
"	Bandstand U.S.A.	Elmo Roper	"	Miles Labs Hilltop House (144) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)	"	Report From Over Seas	"	TBA
"	"	Intermezzo	"	Pillsbury House Party (167) R*	"	P&G Road of Life (163)	"	Adventure In Science	"	"
"	Crime Fighters	Mutual Bcn. H&A On the Line w Considine (183)	"	Lever, Kellogg Houseparty * (169) R	"	P&G Popper Young (166)	"	CBS Farm News	"	Football Games 3:15-6 approx.
"	"	Critic at Large	"	Cedric Adams See Footnote	"	P&G Right to Happiness (165)	"	Radio Reporters Scratch Pad	"	"
Quiz Kids	Under Arrest	The Chase $	General Mills Cal Tinney (274)	General Foods Grady Cole (47)	Miscellaneous Programs	P&G Backstage Wife (152)	"	Horse Racing	"	"
"	"	"	"	MTW Chicagoan ThF St. Louis Matinee	"	Sterling Drug Stella Dallas (151)	"	Stan Dougherty	"	"
Pick the Winner Westinghouse (194)	Seabrook Farms Private Files of Matthew Bell	U. S. Tobacco Martin Kane (185)	Ronnie Kemper $	Treasury Bandstand	M-Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)	"	"	Mac McGuire	"
"	4:55 Vick News	"	Dean Cameron $	" 4:55-5 News	"	Manhtn. Soap Woman in My House (181)	"	TBA	"	"
Kingan Arthur Godfrey Roundtable (151)	Wildroot (sponsors 15 min only) The Shadow	American Baker Assoc. Hollywood Playhouse (183)	Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall Just Plain Bill (143)	Rossland Ballroom Orch. $	Eddie Fisher Show	Dancing By The Sea	"
"	"	"	"	"	W&F Orange-Crush Green Hornet	Whitehall Front Page Farrell (138)	"	"	"	"
Admiral Robt. Trout *(192)	Williamson & Motorola (alt. wks.)	Gulf Oil Co. Counterspy (132)	Fun Factory $	"	5:30-5:55 M-W-F Kellogg Wild Bill Hickok Tu&Th Derby Sky King	Hazel Bishop Lorenzo Jones MWF (181)	Treasury Bandstand	"	"	R. J. Reynolds Camel Football Scoreboard (155)
"	True Detective Mysteries	"	(See Footnote)	Miles Labs Curt Massey Time (147) R		Ex-Lax Inc. Doctor's Wife (170)	Club Aluminum Club Time (29)	"	5:55-Johnson & Son News	TBA

repeat performance. Time EST.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
8:40-8:45 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, General Mills (319).
5:55-6 p.m., M-F, Bob Finnegan's Sports Show (sustain).
5:45-5:55 p.m., M-F, World Flight Reporter.
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107).
8:30-8:45 a.m., M-F Pillsbury, Jack Hunt (47).
10:00-10:15 a.m., Sat., Flako Prods. Galen Drake.
11:00-11:05 a.m., Sat., Campana Sales, Bill Shadel (187)
1:55-2:00 p.m., Sat., Gen'l Foods, Galen Drake (153).
3:30-3:45 p.m., T-F, Kellogg Co. House Party.
3:45-3:50 p.m., M-F, Kellogg Co., Carl Smith (142).
4:00-4:05 p.m. M-F, Toni Co. It Happens Every day (156).
5:55-6:00 p.m. Sun., Best Foods, Larry LeSueur (182)
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155) R.
9:30-9:35 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (182)
11:30-11:35 a.m., Sun., Bill Shadel (8)
+3:15-30 p.m., M-Thur., Pillbury Mills. House Party (167)
3:15-3:30 p.m., Fri., Green Giant, House Party (169)
3:30-4 p.m., Quaker Oats, Aunt Jemima, Home Folks.

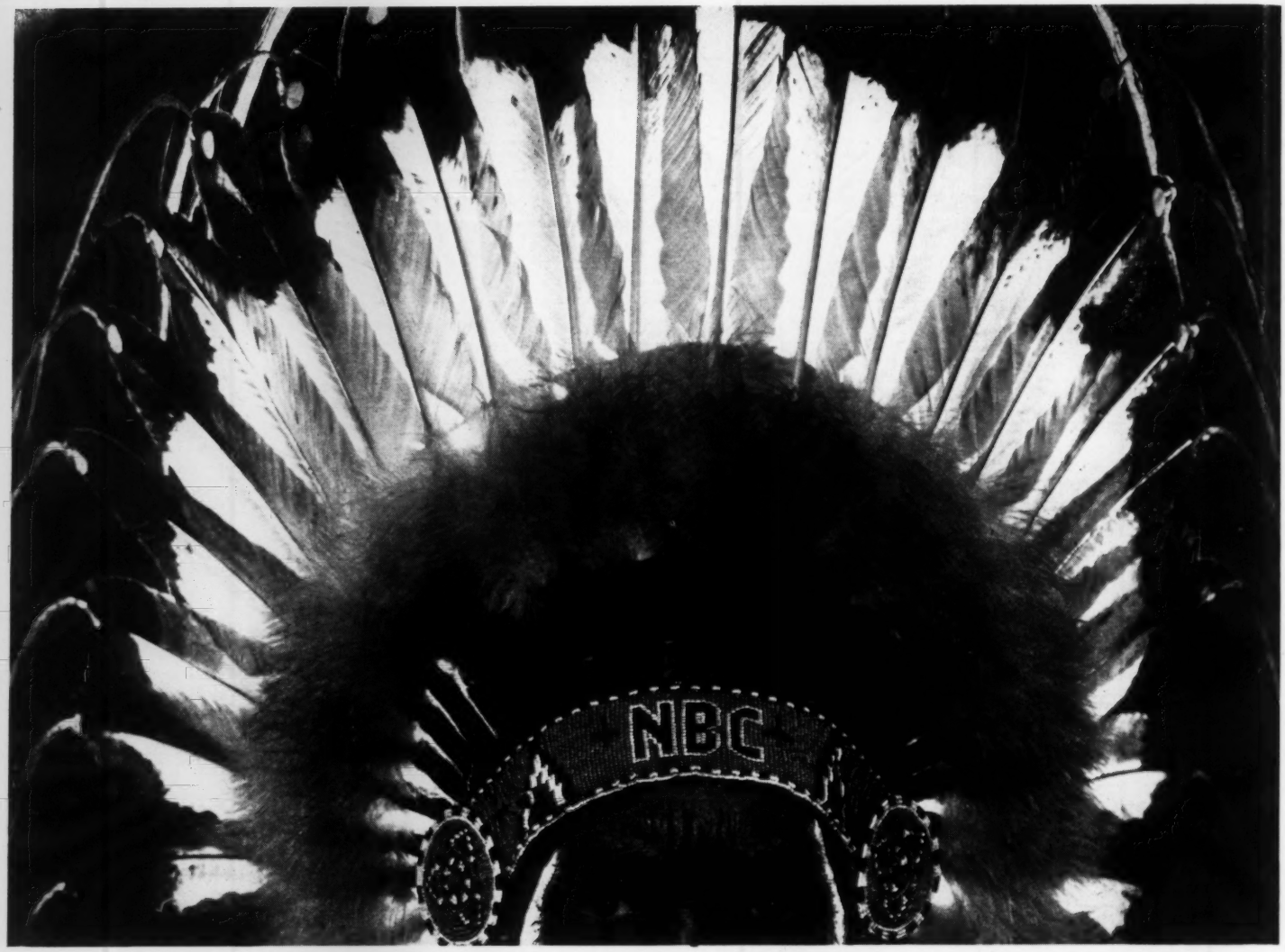
ON A SUNDAY AFTERNOON
String Serenade, 2:30-3 p.m.
Galaxy of Hits, 3:00-3:45 p.m.
Main Street, Music Hall, 3:45-4 p.m.
Band of the Day, 4-4:30 p.m.

MBS—Titus Moody Speaking—7:55-8:00 p.m.
M-W-F—Sustaining.
T & Th—Wildroot Co.
8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs.
11:25-11:30 a.m., M-Sat., Johnson & Son, News
1:25-1:30 p.m., M-F, Carl Smith-Kellogg Co.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson & Son Inc.
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 190 stations.
8:30-9:00 a.m., Sat., Howdy-Doody.
* MM—"Minute Man" Programs.
* OT Operation Tandem.

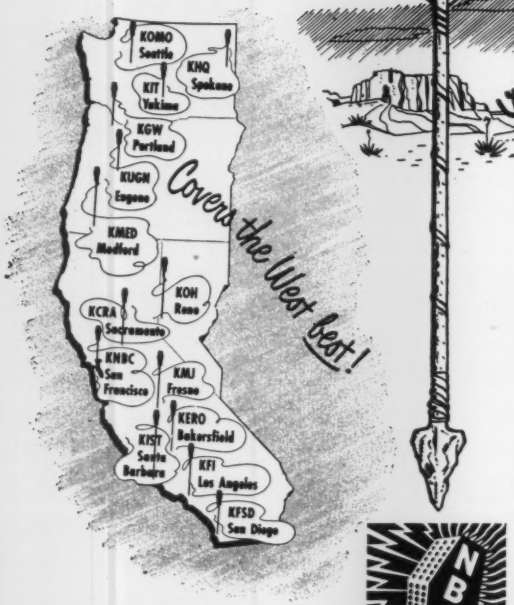
BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
September 29, 1952

XUM



TOP COVERAGE

...to bring in much wampum from the Far West!



Every smoke signal tells the same story: Big Chief NBC Radio gets you *more* wampum in the west's rich Happy Hunting Grounds. Here's why:

98% of all western families own radios, representing 11% of the total buying power in the United States. 83.5% of these families—all potential customers of yours—listen regularly to NBC...giving you Top Coverage.

And NBC costs per thousand are lower than those of any other western network!

When NBC Radio aims the bow, your advertising arrow goes straight to its target...it sells to the more than four million western families you want to reach. For details, consult your nearest NBC sales office today.

WESTERN NETWORK • NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

XUM

WILDER RETIRES

WSYR Post to Vadeboncoeur

WITH the completion of festivities marking the 30th anniversary of WSYR Syracuse, Harry C. Wilder last week announced his resignation as president and director of the Central New York Broadcasting Corp., licensee of WSYR-AM-FM-TV.

Mr. Wilder, at 61, is to retire tomorrow for reasons of health and to devote more time to business interests elsewhere, it was announced. These business interests include holdings in WBIB (FM) and WELI-AM-FM New Haven and in WTRY Troy.

E. R. Vadeboncoeur, who has been serving as vice president-general manager of WSYR-AM-FM-TV, was named to succeed Mr. Wilder. Mr. Vadeboncoeur, former city editor, the *Syracuse Journal*, joined WSYR about 12 years ago.

During WSYR's anniversary celebration, it was pointed out that Mr. Wilder had headed the Syracuse station for about two-thirds of its existence. Only two others of a staff of 103 have been with the station longer.

Mr. Wilder's decision to retire had been deferred until after the anniversary observance, in which he took an active part.

Although Mr. Wilder is to retain his residence in Skaneateles, N. Y., near Syracuse, it is expected that he and Mrs. Wilder will winter at their home in Scottsdale, Ariz.

Educators' Fund

Since 1933, Mr. Wilder has cooperated with schools and universities in educational radio and TV. That year, his first station was on the campus of Syracuse U. It broadcast university-produced programs several hours weekly.

In 1937, this station jointly pioneered in establishing the original Syracuse U. Radio Workshop. In 1947, Mr. Wilder's station made the initial donation to Syracuse U. to explore TV and to develop plans for university TV training. WSYR-TV in 1949 entered into a long contract with the university to establish TV programs at the university with TV training for students.

Mr. Wilder personally has made substantial gifts to Syracuse U. to further its broadcast activities, in addition to his special gifts to churches, hospitals and other schools.

In the field of local secondary schools, Mr. Wilder pioneered in the activation of the Empire School of the Air, using the FM network covering most of New York State. This project has continued for six years.

Mr. Wilder donated most of the AM-FM receiving sets installed in all public and parochial schools in Syracuse six years ago, so that regular radio programming could be made a part of the school curriculum. This implemented the regular series of school entertainment programs on WSYR.

Mr. Vadeboncoeur Mr. Wilder
. . . in Syracuse Change

Walker To Speak

FCC Chairman Paul A. Walker and Sen. Hubert H. Humphrey (D-Minn.) will head a list of speakers slated for the annual National Assn. of Educational Broadcasters convention to be held in Minneapolis, Nov. 6-8. Burton Paulu, NAEB secretary and convention committee chairman and manager of KUOM, the U. of Minnesota station, also will speak.

PUERTO RICO

Hull Cites Market Growth

PUERTO RICO's post-war growth as a market for advertisers was emphasized last Tuesday by Harwood Hull Jr., Puerto Rican Radio Network general manager, at the Hotel Shelton, New York. Mr. Hull spoke at the gathering where he was guest. Melchor Guzman Co., PRN representative, was host.

The radio network was formed slightly less than a year ago, Mr. Hull noted, pointing up that per capita income rose in the island from $122 in 1940 to $370 in 1951, 43 new industries were established in 1949-1950, employment was increased 26% that year over the previous year and is still on the upswing. "If things go on as they have been, we will be gaining a great amount of business from national as well as local advertisers," Mr. Hull asserted.

GN&G's NAME

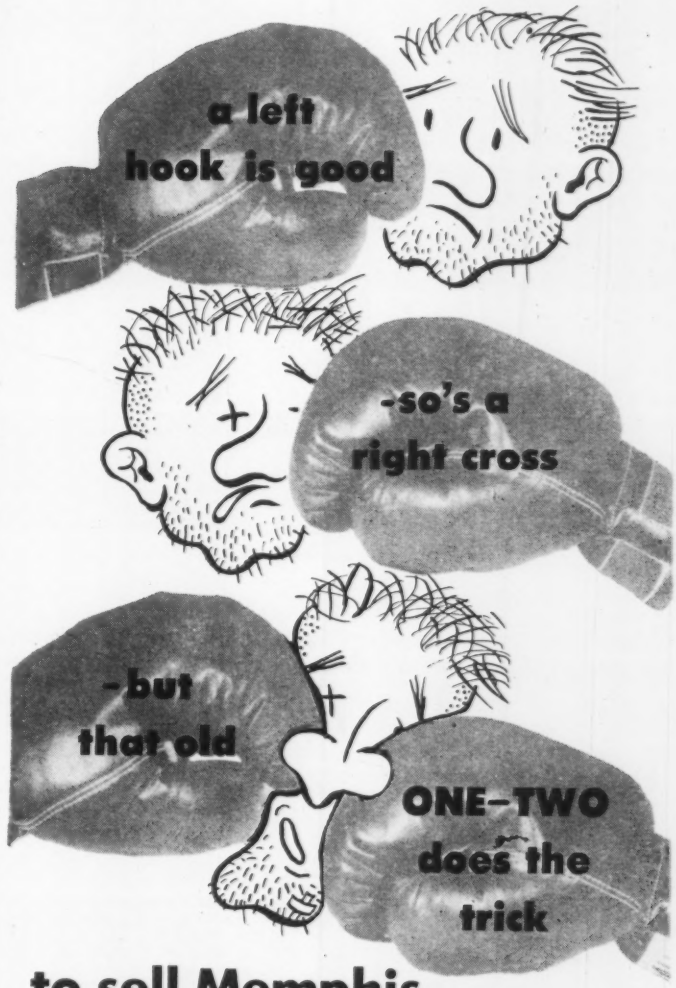
Now Is Geyer Adv.

NAME of Geyer, Newell & Ganger, N. Y., has been changed to Geyer Adv., B. B. Geyer, president and chairman, announced last week. The firm had joined forces with W. Earl Bothwell, New York, a fortnight ago [B•T, Sept. 15].

Geyer Adv. has two New York offices: the executive, contact and creative groups are at 745 Fifth Ave., and media, accounting and checking groups at 711 Fifth Ave.

Among the major accounts of the agency are: Can Mfrs. Institute (acquired last week), Nash-Kelvinator, Zippo lighters, several products of American Home Products Corp., Sealrite Corp., Tetley Tea Co., Kiwi shoe polish, and Standard Register Co.

WJZ New York offers a new program (Sept. 22) starring Maggi McNellis, *Maggi's Magazine*, (Mon.-Fri., 12:15-12:30 p.m. EDT), for sponsorship on a participating basis.



to sell Memphis you need Both

WMC NBC—5000W 790 K.C. and WMCT Memphis' Only TV Station

—to give you the selling punch in this two billion dollar market

owned and operated by the Commercial Appeal

National Representatives - The Branham Company

RADIO COMMANDS ATTENTION In Whan's Boston Study

RADIO commands the top attention of the average adult in homes of the Boston trade-distribution area—in point of actual minutes men and women spend daily on the four major media—but TV's nighttime audience ranges from 52% to 59%.

These findings are reported in a continuing study of the U. S. radio-television audience compiled by Dr. Forest L. Whan, chairman of the radio-TV committee at the U. of Wichita, Wichita, Kan. A previous survey recounted Iowans' media habits [B•T, Sept. 8, Aug. 25].

Undertaken for Westinghouse Radio Stations Inc., the latest Whan survey uses personal interviews and the diary method in homes selected at random from Jan. 17 to Jan. 28, 1952. Total of 10,093 families in all areas were subjected to personal interview, and 1,107 other homes filed diary reports on their weekly listening-viewing habits.

Radio's emergence as a vital medium in all homes reached was indicated in the analysis of replies from men and women living in TV and non-TV homes, individually, and by dividing total reported minutes by all people questioned. The four media are radio, TV, newspapers and magazines.

It was noted that the proclivity for radio listening in non-video homes was greater in actual minutes recorded and ratio to other media, including TV, than that for television's in television homes.

Minutes spent daily by the average adult in all homes reached represent the attention given on an average January day.

In the general category for women, totals were 174 minutes for radio, 110 for televiewing, 38 for newspaper reading and 23 for reading a magazine. For men, the respective totals were 130, 84, 70 and 22 minutes.

In TV homes, for women it was 200 minutes for TV, 115, radio, 37, newspaper and 19 for magazine; for men, 179 for TV, 83, radio, 54, newspaper and 17, magazine. Non-TV homes for women showed 240 minutes for radio listening, 38 for newspaper reading, 29 for magazine and 4 for TV; for men, 176 for radio, 56 for newspaper, 30 for magazine and 2 for TV.

Other highlights of the Whan Boston survey were these:

● One out of every five homes (19.1%) are equipped to receive FM, with percentages rising from 16.1 for rural families to 19.8 for urban homes. Metropolitan Boston homes have 18.4%.

● Nearly half of all area families own radio-equipped automobiles: 46.1% of all families own auto radios, and 62% of car-owning families have them. Percentages are slightly higher for metropolitan Boston families.

● Total of 38.9% of all diary families used two or more radios simultaneously each weekday, and 33.1% on Saturday and Sunday. On weekdays the two or more sets were tuned to different stations among 62.5% of all diary families, and to the same outlet among 37.5%; on Saturday and Sunday, the ratio was 69.7% as compared to 30.3%. Percentages were based on total quarter-hours of multiple set use.

● Radio's share of the weekday audience based on quarter-hours reports by diary families for daytime was 76.0%, compared to 24.0% for television, and 47.4% compared to TV's 52.6% for nighttime; on Saturday 68.8% compared to 31.2% for daytime, and 40.6% against 59.4% for nighttime; and on Sunday, 64.2% to 35.8% for daytime, and 42.0% against 58.0% for nighttime.

● Nearly three-quarters of women and four-fifths of men did not feel that radio could give "the public better service" than it does now. Of those commenting, radio programming and advertising ranked one-two in point of concrete suggestions. Commercial announcements or "spots" were most frequently cited.

● Of media preferred by adults for national and international news (based on replies from 7,187 women and 2,807 men), radio was named by 45.0% of the women, compared to 37.6% for newspapers, and by 41.1% of the men, as against 44.6% for newspapers. They were asked on what they depended most.

● There were, in the total Boston area, 49.5% of all homes with TV receivers, 98.6% with radio receivers, 49.1% with radio only, 0.5% with TV only and 49.0% with both—based on the 10,000-plus homes reached by interview.

● In daytime hours, 35.4% of all radio-equipped homes watch TV, and in TV-equipped homes, 71.0%; in the evening, 48.9% of all radio homes watch television, and in video homes, 99.2%.

Auto Radio Facts

With respect to auto radios, the survey points out that "this high daily use of the auto radio represents increased daily listening over and above that done in the home. It represents, therefore, *plus listening* over station ratings given elsewhere in this report"—ratings based on "in home" recorded diary listening or that reported to the interviewer.

The Whan study also notes that "the old idea of a family set is antiquated" and that multiple-set usage is "extra listening . . . missed by much radio-television audience research." About 56% of Boston area families have more than one radio, while half of all families also have a TV set. Still others listen to radio at their place of employment and in other homes.

"If these sets (multiple) are used simultaneously at times, and are tuned to different stations [as 62.5% reported], they may add significantly to the audience for individual programs," the survey points out.

As to the radio-TV audience share, the study notes, "some members of these (radio-TV set) families make use of the radio while others watch television *at every quarter hour* during which television is broadcast in the area."

Program Preferences Polled

In program preferences, news broadcasts, drama, comedy, popular music and sports ranked in that order as best liked types among families in total area, metropolitan Boston and outside areas. Women preferred drama and news, men were partial to news and sports.

In all homes equipped for television, average hours of televiewing were 11.06 for weekday, 13.85 hours for Saturday and 16.40 hours on Sunday. In diary homes, the figures were 4.98, 7.13 and 8.03 hours, respectively. Overall home figures were computed by taking total hours reported and dividing by the number living in diary homes.

Highest overall daily use of TV sets was reported for Saturdays in diary study, with teenagers and women over 18 in TV homes comprising the largest audience in point of hours of viewing.

NATIONAL ADVERTISERS
SUPPLEMENT WITH . . .
WBNS SPOT COVERAGE

National advertisers add "spot coverage" on WBNS Radio to reach this Billion-Dollar market with 1-1/4 million prospects. WBNS, the only CBS outlet in Central Ohio, gives national advertisers increased coverage at minimum cost. These spots produce results for sponsors whose regular programs are missed in this sales-productive area. WBNS has more listeners than all other local stations combined!

ASK JOHN BLAIR
WBNS RADIO
POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO
CENTRAL OHIO'S ONLY CBS RADIO OUTLET

FAIR AWARDS

N. J. Winners Announced

WINNERS of the second annual New Jersey State Fair awards to member stations of the New Jersey Broadcasters' Assn. were announced Sept. 18 by George A. Hamid, fair president.

Awards in six radio classifications and a special award for WATV (TV) Newark for public service programs will be presented Friday at the fair in Trenton. Winners were selected in a poll of radio and TV trade paper editors.

The radio winners follow: WNJR Newark in the women's show category ("Listen to Louise Powers"); WTTM Trenton, sports show ("Fulton Arnold's Sports Round-up"); WNJR Newark, all-round local news show; WOND Pleasantville, all-round yearly public service job; WJLK Asbury Park, children's show ("Story Time with Uncle Rodge"), and WCTC New Brunswick, farm program ("Daily Farm Bulletin").

XUM

LOSS AN-JUH-LESS
It's Now Official

IT'S officially "Loss An-juh-less." That is the verdict of a jury which considered what should be the correct pronunciation of the California city. Decision was given during the third meeting earlier this week of the Southern California Broadcasters Assn.

The jury, with blessings from Los Angeles' Mayor Fletcher Bowron, was composed of broadcasters, historians and educators. It was appointed to determine whether the 171-year-old city should be given the hard or soft "g" in the difficult Spanish pronunciation.

Working with the group, which was chairmanned by Norman Nelson, SCBA managing director, was the association's president, Calvin J. Smith, also president of KFAC. Other radio-TV people on the committee: Donald Norman, KNBH (TV) general manager; Karel E. Pearson, production manager, NBC radio's Western Div.; Richard A. Moore, vice president and general manager, KTTV (TV); Don Fedderson, executive vice president and general manager, KLAC-AM-TV; Frank Doherty, KRKD owner, and Hank Weaver, ABC newscaster. Radio and TV stations in the U. S. are being informed of the decision and asked to cooperate.

WYATT DEFENDS
Children's TV Shows

JACK WYATT of Wyatt & Schuebel, New York, producers of such TV shows as *Kids & Co.* on DuMont, and Movietone children's newsreel, has denounced an article in the American Medical Assn.'s *Journal* [B•T, Sept. 15] as defaming children's TV shows.

Denying the article's claim that little research had been done on medical and psychological impact of TV on children, Mr. Wyatt said intensive search always had been done by TV producers prior to airing.

CD Film Available

NEW YORK Municipal Broadcasting System is making available to television networks and stations "The Price of Liberty," a two-reel 16mm sound film on civil defense. Film was produced by Seymour N. Siegel, director of WNYC-AM-FM, and John De Prospo, executive officer, for the New York Office of Civil Defense. First showing of the film a fortnight ago to nearly 100 top-level federal, state and New York civil defense officials, high-ranking army officers and TV executives produced more than a dozen requests for future screenings, according to Mr. De Prospo.

VOTE CAMPAIGN
More Broadcasters' Help

TREND toward increased registration of voters, running about an average 12%, was claimed last week as NARTB's campaign to get out the vote drew increasing broadcaster cooperation. Reports on activities have been submitted by chairmen of NARTB committees representating 39 states.

John F. Patt, Goodwill stations, is chairman of the NARTB national committee directing the drive. NARTB's Public Affairs Dept. is conducting the radio-TV phase of the national campaign being sponsored by American Heritage Foundation. John H. Smith Jr., NARTB FM director, is coordinating FM.

Tyrone Power, radio-TV and screen actor who plays in the Frederic W. Ziv transcribed series, *Freedom USA*, has volunteered his services to Chairman Patt.

All-Time-High Turnout

THANKS largely to WRAC Racine, that Wisconsin city had the biggest turnout for primary elections in its 104-year history. Almost 70% of Racine's eligible voters went to the polls Sept. 9. A get-out-the-vote drive began a full month before the registration deadline, culminating in 50 spots on election day. WRAC said it received most of its material from NARTB and other organizations cooperating in the national get-out-the-vote drive.

BENTON & BOWLES, New York, has assigned Phil Davis Musical Enterprises, that city, to create musical commercial for 1953 Crosley Shelvador Refrigerator, scheduled for fall and winter spot campaign.

EQUAL RIGHTS
WCRB Wins Okay to Tape

TAPING of a debate in Waltham, Mass., with opposing Senatorial candidates Sen. Henry Cabot Lodge Jr. (R-Mass.) and Rep. John F. Kennedy (D-Mass.) as participants, was achieved by WCRB Waltham despite original refusal of rebroadcast rights. Newspapers, photographers and magazines were given coverage permission.

Three times WCRB's equipment was disconnected but Ted Jones, WCRB president, obtained a reversal of the ban by stepping on the platform and asking the moderator, "Should a radio station be denied equal rights with other public media in coverage of a public debate of candidates for public office?" Sponsors of the debate, the League of Women Voters, agreed with WCRB that it should rebroadcast the proceedings.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LE/

1922 • 1952

30

WSYR

AM FM TV

30 years of skilfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR's and WSYR-TV's local and national advertisers.

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE

AM • FM • TV

NBC AFFILIATE —The Only Complete Broadcasting Institution in Central New York

ZIV Presents . . .

THE OUTSTANDING SERIES OF TELEVISION DRAMAS!

"YOU TH THEA

YOUR BEST TV BUY!

Always rated high* among the nation's leading television programs . . . "Your TV Theatre" (originally on Network as "Fireside Theatre" for Proctor & Gamble) is consistently tops! Month after month it maintains its high position . . . beating many of the supposed-to-be best programs on TV! For record-breaking, sales-making success . . . make "Your TV Theatre" yours!

*Ratings on request.

YOURS . . . because it's cu
titled with your own name. In C leve
it's "Society TV Theatre" . . . in
apolis, it's "Red Top TV The atre
Richmond—Norfolk, it's "Gw altn
Theatre". Every time the pro
named, the sponsor is named . . .
on the air, in the press, o r p
person . . . assuring "MA
SPONSOR IDENTIFICATION

XUM

UR
V
ATRE"

e it's custom-
n Cleveland,
. . . in Indian-
The atre"... in
Gw altney's TV
e program is
ned . . . whether
s, or person-to-
ng "MAXIMUM
ATION.

YOURS... high drama, exciting stars, excellent production and direction all combine to create the kind of high-caliber entertainment that turns viewers into customers. Superb showmanship in this dramatic series that is **MOST COMPELLING . . . SUREST SELLING!**

HALF-HOUR MASTERPIECES OF DRAMATIC SHOWMANSHIP!

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

XUM

editorial

Man-Made Trouble

CHARGES of bad faith have been leveled against the FCC majority because of the manner in which it is kicking around a number of pre-freeze television stations which acquiesced to the channel shifts the FCC instituted to extricate itself from the mess it had made of the original allocations. These charges are not without considerable foundation.

So far, five stations have been notified of proposed hearings because of purported overlapping coverage—that vague thing described as "duopoly." And others may be in the offing. These stations are among the first to hazard operation after resumption of licensing in 1945. They invested substantial sums at a time when practically no revenue was in sight and when most people were lamenting the "intrusion" of TV.

The Crosley stations in Cincinnati, Columbus and Dayton, and the Steinman stations in Lancaster and Wilmington—notified as to possible duopoly—went along with the FCC's final TV report in a spirit of wholehearted cooperation. They agreed to shift assignments and install new equipment—at substantial cost. Some others, who did not acquiesce, retained their old assignments, lest their opposition upset the FCC's plan to make greatest possible speed, because the hot breath of Congress was on its neck.

The thanks these stations (and perhaps others of the 31 "show cause" pioneers which consented to the shifts) may get for their cooperation are litigation and controversy. The FCC's action may constitute an open invitation to others to apply for facilities of pre-freeze stations. The FCC (except for Comr. Sterling who wanted regular renewals with full power) evidently again yielded meekly to staff recommendations. The lawyers were fearful that they would lose in litigation on the ground that appropriate hearings hadn't been held. Then, for good measure, they added the phony overlap issue.

The Lancaster hearing issue is ludicrous. The worst the court would do, as precedent shows, is to remand for further hearing, since the courts do not invade the technical vagaries of allocations. Precious few applicants would venture opposition to any well-operated station under such circumstances.

The overlap invention is premature, specious and vicious. No one yet knows what station coverage will be on vhf or uhf when there is full channel occupancy. The time to consider that would be when hundreds, rather than mere scores, of stations are on the air. "Duopoly" was originally applied to the operation of more than one station of the same class in the same market. Are Cincinnati and Dayton or Columbus the same market? Are Lancaster in Pennsylvania and Wilmington in Delaware the same market? Not by any yardstick we know.

The FCC isn't dealing in small change in television. Every move of an existing station runs into six figures. It had better do more of its own thinking, and instruct, rather than be guided by, its over-zealous staff. We are confident that when the replies of the five stations cited are submitted, the FCC will issue regular licenses, with full power, as Comr. Sterling so convincingly and articulately advocated.

The Pay-off (For Pay)

THE SELECTION of radio and television last week as the means of transmitting Sen. Richard Nixon's explanation of his $18,000 political fund can be studied, with profitable result, by all commercial advertisers who need to get their sales stories before the American public.

The Republicans were faced with the necessity of distributing one of the most critical messages a political party ever had to put across. Their decision to place Mr. Nixon's case on radio and television illustrated the unique advantages those media enjoy over other forms of communication. It must be kept in mind that the decision was based purely on the ability of the media to capture attention and provide the best platform for argument.

Comparative costs, in this case, were not even considered.

Had Mr. Nixon wished, he could have given an unbroadcast speech or held a news conference, and his explanation would have been carried in detail at no cost in space no advertiser can ever buy, the front pages of the nation's newspapers.

He and the party chose, however, to spend $75,000 buying radio and television time. Quite obviously it was felt that the greater effectiveness of radio and television justified the investment. True, the press covered the speech the next day, thus providing secondary distribution of the message, but the important thing was that radio and television were the *basic* media.

There would seem to be a moral in this for all kinds of advertisers. The coverage and the "personal" approach which radio and television give their sponsors require that they be considered the basic media in any advertising campaign designed to reach large numbers of people with persuasive argument.

When a Vice Presidential candidate, fighting for his political life, picks radio and television to carry his defense, the advertiser ought to feel he can depend upon them to circulate his commercial message with equal effectiveness.

AN EDITORIAL in the Baltimore Sun, *which owns WMAR-TV, suggested last week that one television set was not enough for any household. Considering the volume of interesting programs on the air last Tuesday evening (when Sen. Richard Nixon spoke), the* Sun *figured that two or three TV sets, as well as radio, were needed if family squabbles over which show to watch were to be avoided. Though we've always thought well of this newspaper, the* Sun *rises even higher in our estimation when it advocates larger circulation for rival media.*

Critic's Exit

H. T. WEBSTER, who often gave radio and television unmerciful beltings in his cartoon, "The Unseen Audience," died last week. Though broadcasters may have wished at times that Mr. Webster had never been born, we suspect that they will miss him now that he is gone.

Frailties abound in all human endeavor and are no less plentiful among people in broadcasting than among those in any other field. It is the satirist's mission to detect and exaggerate them. If sometimes Mr. Webster exaggerated beyond reasonable limits, more often he kept within the delicate bounds that distinguish satire from sarcasm. On the whole he did radio and television far more good than harm.

our respects to:

EARL MINER JOHNSON

HORSES and race tracks are said to have contributed to the downfall of many an otherwise virtuous individual. But Earl Miner (Pete) Johnson, an MBS vice president with a very long title, considers one race track experience a parlay that set off a chain of events leading to the elongated title.

Mr. Johnson is vice president in charge of Mutual network station relations and vice president in charge of engineering for Mutual and WOR-AM-TV New York, as well as director of WOR's recording division.

Mr. Johnson's race track experience, for the record, was in pursuit of official duties as a monitoring officer for the FCC. It occurred late in 1940 shortly after Mr. Johnson was appointed to the post in Huntington, W. Va. The Commission asked him to investigate the illegal use of the transmission band for broadcasting horse race results.

His gumshoeing led to Charles Town, W. Va., where he finally uncovered the culprits after strenuous and painstaking investigation. The case, Mr. Johnson said, was highly publicized and led to his appointment to FCC's Washington headquarters as an engineer in the broadcast department.

"For all I know," Mr. Johnson commented thoughtfully, "I might still be a monitoring officer except for the incident."

Such modest self-appraisal was not an isolated example of Mr. Johnson's capacity for understatement. In similar vein, he remarked about his early days as a newsboy ("All small town kids had a paper route"); his back-breaking earning-while-learning schedule at the U. of Cincinnati ("many college boys did the same thing") and his rapid rise both in government posts and at Mutual ("I guess I happened to be the fair-haired boy") delivered in a lighthearted tone of voice suggesting: "Shucks, I'm not that good."

But the record testifies that Mr. Johnson must be possessed of many engineering and administrative skills. At the age of 37 (come Oct. 3) Mr. Johnson's progress report is as follows: Monitoring officer, FCC Atlanta and Huntington, 1940-1941; associate engineer and assistant chief, standard broadcast section, FCC's engineering department, Washington, 1941-1944; civilian officer, operational research staff, Office of the Signal Officer, War Dept., Washington, 1944-1945; chief plans and allocation engineer, MBS, 1945-1946; MBS director of engineering, 1946-1949; MBS vice president in charge of engineering and station re-

(Continued on page 101)

Somewhere West of Eustace Tilley or The Flowering of Amarillo . . .

Geography is one of the many things we have a lot of around Amarillo. About 25 years ago a fellow could stand at the Santa Fe station, squint his eyes, and see right into the next week. Lately, though, all the irrigation-fostered trees, the oil wells, and grain elevators would get in his way. If he was looking for business, he wouldn't want to look much further than our trading area anyhow.

Amarillo is a long way from everywhere, up on the high plains which climb to the Rockies. Five other state capitols are about as near as Austin, the Texas capital. Seventy-eight counties in Texas, Colorado, Oklahoma, New Mexico and Kansas, are served by Amarillo's network of highways and railroads—1,853,000 people in 166,875 square miles. This large trading area helps make Amarillo first in the U. S. in retail sales per capita.

Amarillo is so far north of South Texas that we're sometimes called Yankees. But it's close to the stuff an advertiser looks for when he wants business. The Panhandle has the world's largest wheat field, the world's biggest natural gas field, the second biggest cattle ranch, and more than 4,000 oil wells. ("Cattle can't drink that stuff," said an outraged rancher when oil was found on his land.)

KGNC's 10,000 watts cover our vast trading area effectively. Last year the Texas State Soil Conservation Board wanted to determine the most effective means of getting weather information to an area up to 80 miles from Amarillo. They found out with their own survey. Radio got 96% of the vote—and 88% of the 96% said KGNC. When asked, "What's your favorite farm program?" 67% named KGNC programs; all other stations combined got only 33%.

There's a story about a fellow from Washington, D. C., who was riding across a flat stretch of windblown road with a Texas rancher. A colorful bird fluttered into and out of sight. The Easterner asked what it was. "Bird of paradise," his host told him. There was a long pause, then the man from D. C. commented, "Pretty far from home, wasn't he?"

It isn't as far as it used to be. And the gap is closing.

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

front office

JOSEPH T. MATHERS appointed manager, WNBH-WFMR (FM) New Bedford, Mass.

KARL REMBE, sales manager, KVVC Ventura, Calif., promoted to general manager. He succeeds C. A. HUMBERT, resigned. New sales manager is ROY WINKELMANN, with KVEN Ventura, in same capacity with headquarters in Oxnard.

MICHAEL J. CUNEEN, general sales manager, WNLK Norwalk, Conn., has resigned. Future plans have not been announced.

WALLY McGOUGH, sales manager, WJAC-TV Johnstown, Pa., to WTVN (TV) Columbus, Ohio, in same capacity.

LEONARD MYERS, commercial manager, WLYN Lynn, Mass., to WBMS Boston, as assistant manager.

GEORGE W. STRATTON, former news director, WKYW Louisville, appointed manager, KWRO Coquille, Ore.

DONALD A. THURSTON appointed resident manager, WIKE Newport, Vt.

MIKE SPANAGEL, vice president and assistant general manager, Mid-West Theatres, to WCKY Cincinnati, as account executive.

WILLIAM H. SCHUYLER, assistant general manager and public relations director, Central Valley Empire Assn., Fresno, Calif. (seven county Chamber of Commerce), to KGIL San Fernando, as account executive.

G. H. McKINNON, sales staff, KGAK Gallup, N. M., appointed commercial manager there.

Shopping is SHATTERING all previous RECORDS! in America's Miracle Market

Ladies' ready-to-wear sales surged up another 15% last year over the year before. Food sales climbed 23%. Drug store sales went up 18%, and department store sales gained 12%.

Only *dominant* WTAR-AM and *exclusive* WTAR-TV can give you full penetration in this record-shattering market. Get the amazing facts from the Petry Company and include WTAR-AM-TV in the advertising budget for your share of this terrific sales spree.

Norfolk — Portsmouth — Newport News

AM-TV-FM

AM-FM: NBC AFFILIATE

TV: ALL NETWORKS

NORFOLK, VIRGINIA

WTAR

ALLEN BERG, announcer, KRKD Los Angeles, to sales staff, KPOL that city.

RICHARD O'CONNELL appointed New York representative by KREL Baytown, Tex.

HERBERT L. BACHMAN, director of research and promotion, Headley-Reed Co., N. Y., has resigned. He will continue in radio-TV field on West Coast after Nov. 1.

HUGH CALEY to sales staff, CKVO Kelowna, B. C.

DON VETA named assistant manager, KVWO Cheyenne, Wyo. Appointment supercedes announcement that GRANT WILLSON had filled post [B•T,Sept. 22].

O. L. TAYLOR Co., N. Y., appointed national representative for KELO Sioux Falls, S. D.

TERRY MANN, account executive, KHJ Hollywood, promoted to sales manager, effective Nov. 1. He succeeds LEON WRAY, who joins Ziv TV Programs Inc. to establish regional office in Denver.

BEN WICKHAM, editorial promotion director and radio-TV editor, *Cleveland News*, to WXEL Cleveland, in executive capacity.

JOE INGRAM, sales staff, Foster & Kleiser Co. (billboards), to KPFM (FM) and KPAN Portland, as account executive.

THOMAS DOLAN GEOGHEGAN to sales staff, WMAL-AM-TV Washington.

PAN AMERICAN Bcstg. Co. appointed exclusive U. S. sales representative by Radio El Mundo, Guayaquil, Ecuador.

CLEMENT T. LOWDEN, formerly with WBBM Chicago and WCBS New York, to WPAT Paterson, N. J., on sales staff.

Personals . . .

EDWARD J. NOBLE, ABC board chairman, named general chairman of 1953 Greater New York March of Dimes campaign, which will open Jan. 2 and close Jan. 31.

ROGER W. CLIPP, general manager, WFIL-AM-TV Philadelphia, appointed chairman of clubs and entertainment div., United Fund Campaign, in that city, assisted by JOHN D. SCHEURER, operations assistant to Mr. Clipp. DONALD S. KELLETT, administrative assistant to Mr. Clipp in charge of WFIL-TV, appointed to post of chairman of sports division. . . . PHILIP G. LASKY, executive vice president-general manager, KPIX (TV) San Francisco, presented plaque in recognition of station's "outstanding leadership" in Saints and Sinners Milk Fund drive.

MILTON BERGSTEIN, manager, WMAJ State College, Pa., is teaching practice course in radio news and commercial writing at Penn State Dept. of Journalism. . . . JACK WOOLLEY, account executive, KTTV (TV) Hollywood, starts fifth year as instructor in radio-TV advertising at USC. . . . DONALD W. THORNBURGH, president, WCAU Philadelphia, presented with plaque from city's Chamber of Commerce in recognition of station's "pioneering foresight" in construction of new radio-TV center. . . . NORMAN NELSON, managing director, Southern Calif. Broadcasters Assn., named radio committee chairman for Civil Defense Week, Sept. 28-Oct. 4.

OHIO CONFERENCE

Area Admen to Meet

THIRTY-THREE advertising, trade and professional organizations will cooperate with Ohio State U. commerce college in sponsoring the ninth annual Advertising & Sales Promotion Conference in Columbus, Oct. 17-18.

Advertising clubs from Ohio, Indiana and Kentucky are cooperating. Ohio Assn. of Broadcasters was among those organizations listed as co-sponsors.

Morton Inspects

ALFRED A. MORTON, newly-appointed director of the Voice of America, left New York Sept. 21 by plane for an inspection tour of short-wave radio installation on the West Coast. He conferred later in Washington with Dr. Wilson Compton, International Information Administrator. Mr. Morton succeeded Foy Kohler, foreign service career executive, as VOA chief and will hold the title of deputy administrator for IIA's International Broadcasting Services Div. [B•T, Sept. 22, 15].

Open Mike

(Continued from page 18)

that Mr. Louchheim decided to complete the transaction. In any event, after his purchase he continued to use me as counsel for the corporation and in that capacity, I was inherited by Mr. Paley when he acquired control from Mr. Louchheim one year later.

All of the above is relatively unimportant, though I felt that the record should be corrected. What is really important are the things which began to happen after Mr. Paley acquired control and which have been continuing to happen ever since for 24 years.

Ralph F. Colin
Roseman, Goldmark, Colin & Kaye
New York, N. Y.

* * *

Full-Time Job

EDITOR:

Although Loyd Sigmon appreciates the presidency your cutline writer gave him (see Page 39, Sept. 8 issue), actually he is far too busy being vice president and general manager of KMPC to take on the duties your writer assigned to him.

If consistent with your editorial policy, he would appreciate your running a correction. He doesn't want people to think he has some outside job on the side.

Mark L. Haas
Vice President
KMPC Los Angeles

[EDITOR's NOTE: Mr. Sigmon was incorrectly identified as president of Multi-Lyte Corp. as result of cutline garbled in transmission.]

* * *

Guidebook

EDITOR:

Many thanks for the handy TV Expansion Guidebook . . . one of the most useful, convenient items any agency TV buyer could own, and a perfect compliment to the vital issues of BROADCASTING • TELECASTING.

Dorrit F. Williams
TV Director
Kelly & Lamb Adv.
Columbus, Ohio

* * *

EDITOR:

The little booklet setting forth the TV channel allocations, the new station grants and pending applications through Aug. 22, 1952, is an inspiration, and the leaving of the right half of each page open for notes is a masterpiece. . . . My congratulations to you and your staff for your foresight.

Thomas E. Sharp
Pres. & Gnl. Mgr.
KFSD San Diego

* * *

EDITOR:

I hate to be a stinker in regards to your TV Guidebook but . . . Under A-2 priority 65, Champaign-Urbana, Ill., Channel 3, you fail to mention the Illinois Broadcasting Co. application which was filed prior to Midwest Television Inc.

Merrill Lindsay
General Manager
WSOY Decatur, Ill.

* * *

EDITOR:

Tsk! Tsk!—see page 62 #159. No mention of your old friends—it shouldn't happen to a dog! Weepingly—

Les Johnson
General Manager
WHBF-TV Rock Island, Ill.

* * *

EDITOR:

I noticed in the BROADCASTING • TELECASTING "Guidebook to Expansion of Television Facilities" you did not include our KCKN application in Kansas City.

Ben Ludy
General Manager
WIBW Topeka, Kan.

[EDITOR's NOTE: "TV Goes Nationwide, a Guidebook to the Expansion of Television Facilities" was a special booklet providing a complete status report of pending television applications, allocations and grants. In so long a listing, a few omissions inevitably occurred. B•T is glad to report those brought to its attention.]

* * *

Pulse Piqued

EDITOR:

I am amazed that your magazine should show what I consider deterioration into the class of scandal sheet publications. I am referring to your opening item under CLOSED CIRCUIT in the Sept 1 issue. There are, after all, only a handful of radio and television research companies. Therefore, such an item, lacking company identification, puts all research companies in an embarrassing light.

I do not know about the business and financial situations of any other research company, but I do know that *Pulse* has gained steadily and continuously ever since its beginning. Today we are undoubtedly the largest company in the business. . . .

You are practically saying that successful companies are on the verge of retrenchment or suspension. Speaking for the *Pulse*, this is so untrue that I believe you should publish this account of *Pulse* growth in order to negate any possible identification to our company.

Sydney Roslow
Director
The Pulse Inc.
New York

[EDITOR's NOTE: The item in question, reporting that three firms were retrenching, came from a reliable source. There was no intention to reflect on Dr. Roslow or any other particular researcher.]

Advertisement

From where I sit *by* Joe Marsh

Our Town Wouldn't Take a "Back Seat"

Well, the "battle of the buses" has been settled! Our town is once again friendly with Balesville.

Everything started when buses began going through our town with a big sign on them saying SHOP IN BALESVILLE. The bus line is owned in Balesville and operates over here on a franchise.

Windy Taylor was all for putting up barricades—he kept calling up the police and the bus company. Finally Judge Cunningham invited the Balesville Chamber of Commerce to meet with ours at Andy's Garden Tavern. Over a good meal and glass of beer we all reached a compromise without any trouble. Those signs now read SHOP HERE IN TOWN. Everyone's happy.

From where I sit, it shows how problems disappear once both sides get together and try to work things out. Naturally we're all a little different. Some like soda pop, for instance, and some like beer. So what? We all have to ride along through life together. Why not make it a pleasant trip?

Joe Marsh

Copyright, 1952, United States Brewers Foundation

MARTIN ELECTED

Heads So. Calif. News Club

GEORGE MARTIN Jr., newscaster of NBC radio *Hollywood's Top Story*, has been elected president of the Southern California Radio & Television News Club. He succeeds Dave Anderson, news editor, NBC radio, Hollywood, who was named a board director.

Other officers are Sam Zelman, assistant manager of news and special events, ABC Western Div., vice president; Ann Davis, news secretary, NBC radio, Hollywood, secretary-treasurer; and Burns W. Lee, head of the Los Angeles publicity firm bearing his name, publicity director.

Board of directors are: Jack Beck, manager of news and special events, CBS Radio, Hollywood; Chet Huntley, news analyst, ABC Western Div.; Wilfred Brown, writer, Don Lee Broadcasting System, and Mr. Anderson.

FCC Point IV Aid

THREE officials of foreign governments—two from India and one from the Republic of Honduras—have received certificates of merit from the FCC for completing courses sponsored by the Commission under the U. S. Point IV program.

air-casters

HAL HOUGH, formerly program director, WJZ-TV New York, to WCBS-TV there in same capacity effective Oct. 6. He succeeds **RICHARD DOAN**, who resigned to join C. E. Hooper Inc.

TOM HICKS, executive TV producer, Dancer-Fitzgerald-Sample, N. Y., to WDSU New Orleans, as program manager.

WARREN CROMWELL, assistant copy and feature editor of NBC's press department, named assistant magazine editor. Mr. Cromwell succeeds **AURIEL MACFIE**, recently named magazine editor.

HARRY MITCHELL, KCBQ San Diego, appointed program director there.

KATIE LAKE appointed women's director, KFJI Klamath Falls, Ore.

DICK ZOOK, KDB Santa Barbara, to KVVC Ventura, Calif., as program director. **ELLEN WINKELMANN**, office manager, KVEN Ventura, to KVVC, in same capacity.

BOB HORN, disc jockey, WFIL-AM-TV Philadelphia, named director of recorded music for both stations.

FRED KILIAN, manager, radio-TV activities, Young & Rubicam, Chicago, named director of TV programming, WENR-TV same city.

JEFF SCOTT appointed program director, WPWA Chester, Pa., after service as Marine Corps radio combat correspondent, succeeding **MEL LEVINE** who resigns to enter TV field in Philadelphia.

MILTON L. LEVY, advertising manager, Oregon Trail Network (KBKR Baker, KSRV Ontario, KLBM La-Grande), to KLX Oakland, Calif., in same capacity.

ROY RECTOR to KOIN Portland, Ore., as TV consultant.

ROBERT C. KELLY to WBAL-TV Baltimore as TV director.

JERRY WIGGINS, announcer, CKFH Toronto, to CFRB Toronto, in same capacity.

RICHARD BEYMER, Hollywood TV child actor, assigned role in David O. Selznick feature film production, "Terminal Station."

JAMES G. WENDLING, WKOV Wellston, Ohio, to WATH Athens, Ohio, as announcer.

FORREST LEWIS, who portrays Mr. Carter on NBC radio *The Woman in My House*, assigned role in Universal-International feature film, "Vermilion O'Toole."

SUZANNE STARK, copywriter, Factor-Breyer Inc., L. A., to Hollywood headquarters of KBIG Avalon, as music librarian. She succeeds **PATTY KELLEY**, resigned.

SHIRLEY FORSYTH to production staff, WWJ-TV Detroit.

RUDY BEHLMER, stage manager, KLAC-TV Hollywood, promoted to director on KLAC-TV *Televenture* and *Mike Roy Show*.

ALEX MITCHELL to WSCS Charleston, S. C., as disc jockey.

RENEE LEASE to continuity staff, WIRE Indianapolis.

LARRY CLARK, announcer, WTMJ-AM-TV Milwaukee, to Froedtert Grain & Malting Co., same city, on public relations staff.

HAL QUEEN and **VANCE BROOKS** to announcing staff, WSIC Statesville, N. C.

JACKSON WHEELER, m.c., KTTV (TV) Hollywood, father of girl, Janine Ann, Sept. 18.

News • • •

PETER HACKES to news staff, CBS Radio, Washington.

CLIFTON UTLEY, NBC Chicago radio and TV commentator, to address Chicago Headline Club, chapter of Sigma Delta Chi professional journalism fraternity, tomorrow (Tuesday) on his recent three-week flying trip around the world.

duPONT AWARDS

Nominations Now Invited

NOMINATIONS for the 10th annual Alfred I. duPont awards are invited today from radio and television industry leaders and the public by O. W. Riegel, director of the Lee Memorial Journalism Foundation at Washington & Lee U. He is curator of the duPont Awards Foundation.

Of the three awards, one will go to a radio or television news commentator who has shown distinguished performance of public service by aggressive and consistently excellent and accurate gathering and reporting of news, Mr. Riegel said.

The second will go to a radio or television station of more than 50 kw power and the third to a station of 50 kw or less both of which have demonstrated outstanding public service, according to Mr. Riegel, who said the committee of awards also will consider the stations' loyal and devoted service to the nation and to their local communities.

The awards committee will include Mrs. Jessie Ball duPont, who established the awards in 1942 in honor of her husband; Dr. Francis P. Gaines, Washington & Lee U. president; Ben McKelway, Washington (D. C.) *Evening Star* editor; Dr. Hadley Cantril, director of the office of Public Opinion Research at Princeton U., and Mrs. Oscar A. Ahlgren, General Federation of Women's Clubs president.

The $1,000 awards which accompany citations may be used by winners to establish scholarships and fellowships in their own names and that of the foundation, for advanced radio and television study, Mr. Riegel said.

Last year's winners were WCAU-AM-TV Philadelphia, WEEI Boston and Joseph C. Harsch for his commentaries originating on WOL Washington. Nominations will be accepted through Dec. 31. Entries should be mailed to Curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

WVOP on 970 kc, 1 kw

DEDICATORY broadcast by WVOP Vidalia, Ga., marking a change from 1450 kc with 250 w to 970 kc wih 1 kw was held Sept. 21. Program was sponsored by the Vidalia Chamber of Commerce and featured radio entertainers from throughout Georgia, station reports. A Mutual affiliate, WVOP has been on the air six years and is owned by the Vidalia Broadcasting Co. with Howard C. Gilreath its business and general manager and Bob Smith, program director.

JACOB RUPPERT Brewery showed a net profit of $748,769 for the first six months of 1952 compared to a net profit of $34,774 for the same period last year, President Frederick M. Lindner has announced.

"GOOD NEWS"

DAVENPORT AND BETTENDORF IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Sends 2,000 Sweaters to the Cleaners

Dry cleaners, Yerbury-Dana Co., with 3 stores, 4 routes serving Quint-Cities, has sponsored "Good News" on WOC since February, 1950 . . . five 5-minutes weekly, with Mary Louise Marshall handling woman-slanted commentary.

Firm's only media advertising, "Good News," has increased business to extent that new finishing equipment had to be installed. Has sparked many special promotions . . . e.g: last Fall, Yerbury made special dry cleaning offer on sweaters. Ordered 1000 cellophane bags for packaging these sweaters. Heard there was shortage of such bags, so ordered additional 1000 from another firm.

Both supply houses delivered; Yerbury had 2000 bags on hand—plus doubts that there were that many sweaters in area needing cleaning.

BUT "GOOD NEWS" TURNED THE TRICK. Helped deliver the necessary customers in less than 3 weeks . . . and *there were 2000 freshly cleaned in the Quint-Cities.* Take your cue from Yerbury-Dana . . . buy at their local "cash register level" and you'll buy on this station.

Free & Peters, Inc.
Exclusive National Representatives

WOC
AM • FM

Davenport, Iowa

Basic NBC Affiliate
5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

XUM

SEPTEMBER 29, 1952

TELECASTING

IN THIS ISSUE:

Newest Applications For Stations
Page 58

Latest Set Count By Markets
Page 68

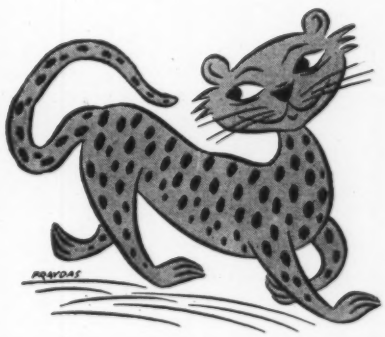
Report on Film Activities
Page 70

in our 7th year

Fables of the leopard and the hippo—I.

ON BECOMING BETTER KNOWN

THE HIPPO: "I find that by hiding most of myself, the world thinks the most of me."



THE LEOPARD: "But better-looking things are better shown ...and the better shown, the better known."

THE MORAL: Advertisers, too (like the wily Spotted Leopard) learn that better products are better shown.

Especially when shown on Spot TV.

They know that Spot TV's package and brand name display... and product demonstration ... are good reasons why their products are better known.

Brands shown on Spot TV on these eleven stations easily and economically become better brands—*better bought*, we mean.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KECA-TV .....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WJZ-TV .....New York
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KGO-TV ....San Francisco
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

In Philadelphia

PEOPLE WATCH WPTZ MORE THAN ANY OTHER TV STATION*

*Not our estimate, but ARB figures for the entire year of 1951 and first 6 months of 1952

WPTZ

NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500, or NBC Spot Sales

XUM

TELECASTING

SEPTEMBER 29, 1952

POST-THAW GRANTS REACH 63

3 More Uhfs Last Week

By LARRY CHRISTOPHER

THREE MORE commercial uhf stations were authorized by FCC last week to bring total post-thaw station grants to 63, including 54 commercial and 9 noncommercial, educational permits. An additional 20 applicants were notified of necessity for hearings on their bids.

In other TV actions, FCC finalized its proposed allocation of vhf Channel 10 to Lafayette, La.; substitution of vhf Channel 3 for Channel 6 at San Angelo, Tex., with addition of Channel 6 at Temple, Tex.; and addition of uhf Channel 59 to Fremont, Ohio.

By separate orders, FCC also granted revision of Zone III rules so as to add vhf Channel 3 to Jackson, Miss., but denied a request for waiver of the one-year rule to add uhf Channel 83 to Waterbury, Conn., and denied another request for reconsideration of an earlier proposal to allocate vhf Channels 5 and 11 with limited power at separations less than minimum.

The new station grants include:

Youngstown, Ohio (City priority Group A-2, No. 5)—Polan Industries, granted uhf Channel 21, ERP 170 kw visual and 85 kw aural; antenna height above average terrain 530 ft. Estimated commencement date: Unknown. FCC announced grant Monday but said action was taken Sept. 19. Chairman Paul Walker and Comr. Robert Bartley dissented.

Harrisburg, Pa. (Group B-1, No. 8)—WHP Inc. (WHP), granted uhf Channel 55, ERP 240 kw visual and 120 kw aural; antenna 920 ft. Estimated commencement date: Within eight months.

Ann Arbor, Mich. (Group B-1, No. 115)—Washtenaw Bcstg. Co. (WPAG), granted uhf Channel 20, ERP 1.75 kw visual and 0.93 kw aural; antenna 340 ft. Estimated commencement date: Early 1953.

Additional applications notified or designated for hearing included:

Portland, Ore. (Group A-2, No. 2)—Cascade Television Co., vhf Channel 8 applicant, was designated for hearing in consolidated proceeding with other Portland applications scheduled Oct. 1 in Washington.

Wichita, Kan. (Group A-2, No. 6)—Mid-Continent Television Inc. and Sunflower Television Co., both seeking vhf Channel 10, are being advised their requests are mutually exclusive, requiring hearing.

Harlingen, Tex. (Group A-2, No. 36)—Rio Grande Television Corp. (KGBS) and Roy Hofheinz (KSOX), both seeking vhf Channel 4, notified of need for comparative hearing with additional question of Rio Grande corporate authority and certain of its stockholders' interests in competing AM stations in same area.

Waco, Tex. (Group A-2, No. 38)—Central Texas Television Co., applicant for uhf Channel 34, notified financial questions are involved indicating need for hearing.

Sioux City, Iowa (Group A-2, No. 39)—Perkins Bros. Co. (KSCJ) and KCOM Bcstg. Co. (KCOM), both seeking vhf Channel 4, notified of need for hearing, with additional question about Perkins Bros. Co. corporate authority. Siouxland Television Co. and Cowles Bcstg. Co., both seeking vhf Channel 9, notified of hearing, with additional question about Cowles corporate authority.

Manchester, N. H. (Group A-2, No. 40)—New Hampshire Bcstg. Inc. (WFEA), Union Leader Corp. and Radio Voice of New Hampshire Inc. (WMUR), all three seeking vhf Channel 9, notified of need for hearing.

Springfield, Ill. (Group A-2, No. 41)—Sangamon Valley Television Corp. (WTAX) and WMAY-TV Inc. (WMAY), both seeking vhf Channel 2, notified of comparative hearing requirement. Great Plains Television Properties Inc. and WCBS Inc. (WCVS), both seeking uhf Channel 20, notified of need for comparative hearing, with additional question about WCBS Inc. corporate authority.

Columbus, Ga. (Group A-2, No. 42)—Georgia-Alabama Bcstg. Corp. (WGBA) and Columbus Bcstg. Co., both seeking vhf Channel 4, notified of need for hearing.

Lebanon, Pa. (Group B-1, No. 29)—Lebanon Television Corp. and Steitz Newspapers Inc., both seeking uhf Channel 15, notified comparative hearing is required.

FCC indicated the grant to Polan Industries for uhf Channel 21 at Youngstown was made Sept. 19 concurrent with denial of WFMJ-TV's petition to switch from its newly authorized uhf Channel 72 to Channel 21 [B•T, Sept. 22], but the Polan Industries action was withheld until Monday in order that the dissents of Chairman Walker and Comr. Bartley might

(Continued on page 72)

* * *

BUSINESS and civic leaders of Portland, Ore., watch first commercial uhf program in history telecast by KPTV (TV) Sept. 20 [B•T, Sept. 22].

* * *

AWARD is presented RCA Victor Division for help in speeding KPTV (TV) Portland into operation. Herbert Mayer (right), Empire Coil Co. president, hands award to Harold R. Maag, RCA Victor vice president-western manager.

JOINT APPLICANTS

Four Requests Received

WITHIN a fortnight of the filing at FCC of a pilot application at Macon, Ga., for a new TV station owned jointly by two independent stations (WBML and WNEX) which proposed continued separate and competitive AM operations [B•T, Sept. 15], four more such "marriage" requests have been tendered to the Commission for approval of similar joint TV ventures in other cities.

The new merger applications include:

1. Wichita Falls, Tex. (City priority Group A-2, No. 56)—Wichita Falls Television Inc., seeking vhf Channel 6. Owned 50% by KWFT and 50% by KTRN, both of which will dismiss their competitive bids for Channel 12.

2. Columbus, Ga. (Group A-2, No. 42)—Television Columbus, uhf Channel 28. Owned 50% by WDAK and 50% by Martin Theatres of Georgia Inc. Both plan to dismiss their pending competitive bids for Channel 28. WDAK principals also are involved in joint bid at Macon.

3. Elmira, N. Y. (Group A-2, No. 81)—El-Cor Television Inc., uhf Channel 18. Corning Leader Inc., owner of WCLI Corning and WELM Elmira, holds 51% interest in applicant, and Elmira Star-Gazette Co., owner, WENY Elmira, and a Gannett interest, holds 49% interest. Bid is amendment of earlier Channel 18 application of Corning Leader Inc. Elmira Star-Gazette plans to dismiss its uhf Channel 24 bid there.

4. Fargo, N. D. (Group A-2, No. 114)—Red River Valley Television Corp., vhf Channel 12. Owned 50% by KFGO Fargo and 50% by KVOX Moorhead, Minn. Neither has an application pending.

The pilot application, filed at Macon by Macon Television Co. for uhf Channel 47, is equally owned by WBML and WNEX, both local stations which are licensed to separate firms. In the joint request, both affirmed that AM operations would be kept separate and competitive as heretofore.

Meanwhile, another joint TV application is in preparation for uhf Channel 31 at New York by WOV and WHOM, foreign language stations [B•T, Sept. 15].

The joint application technique is being watched in many segments of the industry as a possible means to bring TV quickly to a market and avoid a lengthy, costly competitive hearing in which only one contestant wins. Also a factor is the joint sharing of risks in the high cost of constructing and operating a TV outlet, many times the financial undertaking of an AM or FM station.

Although the industry has long sought answers from FCC on the numerous policy questions involved and had hoped for a ruling before the July 1 commencement of TV application processing, the Commission has stated it would consider such joint applications only on a case-to-case basis.

Upon filing of the Wichita Falls Television Inc. application, a joint statement was issued by Kenyon

(Continued on page 117)

XUM

television grants and applications

Digest of Those Filed With FCC Sept. 19 Through Sept. 25

Grants Since April 14:

	VHF	UHF	Total
Commercial	10	44	54
Educational	2	7	9
Total	12	48	63
Commercial television stations on the air	110 [1]	1	111 [1]

1 Includes XELD-TV Matamoros (Mexico)-Brownsville.

Applications Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	496	318	474	340	814 [2]
Educational	14	..	4	10	14
Total	510	318	478	350	828

2 One applicant did not specify channel.

NEW STATION GRANTS

ANN ARBOR, Mich. — Washtenaw Bcstg. Co. Inc. (WPAG - AM - FM), granted uhf Ch. 20 (506-512 mc); ERP 1.75 kw visual, 0.93 kw aural; antenna height above average terrain 340 ft., above ground 276 ft. Estimated construction cost $108,004.84, first year operating cost $55,000, revenue $65,000. Post Office address Hutzel Bldg., Main & E. Liberty Sts., Ann Arbor. Studio location Main & E. Liberty Sts., Ann Arbor. Transmitter location 1795 Maple Rd., near Ann Arbor. Geographic coordinates 42° 15' 31" N. Lat., 83° 46' 37" W. Long. Transmitter GE, antenna GE. Legal counsel D. F. Price, Esq., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President-Secretary **Arthur E. Greene** (50%), Vice President - Treasurer **Edward F. Baughn** (50%) and Director **John W. Conlin.** City priority Group B-1, No. 115.

HARRISBURG, Pa. — WHP Inc. (WHP), granted uhf Ch. 55 (584-590 mc), ERP 240 kw visual and 120 kw aural; antenna height above average terrain 920 ft., above ground 160 ft. Estimated construction cost $362,000, first year operating cost $435,000, revenue $550,000. Post Office address 216 Locust St., Harrisburg. Studio location 216 Locust St., Harrisburg. Transmitter location on Blue Mt. near Harrisburg. Geographic coordinates 40° 20' 44" N. Lat., 76° 52' 09" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **E. J. Stackpole,** Vice President **A. H. Stackpole,** Secretary **Bowman A. Brown** and Vice President **A. K. Redmond** (3.5%). **Telegraph Press** owns 96.5% of grantee. City priority Group B-1, No. 8. Granted Sept. 25.

YOUNGSTOWN, Ohio—Polan Industries, granted uhf Ch. 21, ERP 170 kw visual and 85 kw aural; antenna height above average terrain 530 ft., above ground 550 ft. (Dissents by Chairman Paul A. Walker and Comr. Robert Bartley, see page 57). Estimated construction cost $326,000, first year operating cost $200,000, revenue $225,000. Post Office address 321 8th St. (P. O. Box 1720), Huntington, W. Va. Studio location to be determined. Transmitter location on Gibson St. between Dewey and Wilbur Aves. Geographic coordinates 41° 04' 32" N. Lat., 80° 38' 40" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. City priority Group A-2, No. 5. Polan Industries is also grantee at Ashland, Ky. [B•T, Aug. 18], and has bids pending in several other cities. Principals include (20% each) **Albert S. Polan, E. G. Polan, Lincoln M. Polan, Charles M. Polan** and **Lake Polan Jr.** E. G. Polan is 20% owner WPLH Huntington. Granted Sept. 19; announced Sept. 22.

MODIFICATIONS GRANTED

FCC approved amendments to 12 applications in various cities and dismissal of another TV bid (see Actions of FCC, page 110).

WRGB (TV) Schenectady, N. Y.— General Electric Co. Granted CP to change from vhf Ch. 4 (66-72 mc) to vhf Ch. 6 (82-88 mc), ERP from 18.25 kw visual and 9.125 kw aural to 98 kw visual and 49 kw aural. Estimated cost $163,934. Granted Sept. 16.

KDYL-TV Salt Lake City — Intermountain Bcstg. and Television Corp. Granted modification of CP to change ERP from 0.004 kw visual and 0.002 kw aural to 0.0055 kw visual and 0.0029 kw aural; change transmitter site; antenna height above average terrain 3,080 ft. Granted Sept. 17.

WICHITA, Kan.—Sunflower Television Co. Granted petition to amend application to specify vhf Ch. 10 in lieu of Ch. 3. FCC on own motion removed application from hearing docket.

HEARINGS

FCC advised 21 applicants of need for hearing because their requests are mutually exclusive with others or for other reasons. Actions on channel allocations and petitions for allocation changes also were taken. See story page 57.

APPLICATIONS

(Listed by States)

† Indicates pre-thaw application refiled (amended).

MODESTO, Calif.—Charles Thieriot, uhf Ch. 14 (470-476 mc); ERP 20.4 kw visual, 10.2 kw aural; antenna height above average terrain 278 ft., above ground 304 ft. Estimated construction cost $187,141, first year operating cost $137,540, revenue $180,000. Post Office address 508 Roehampton Rd., San Mateo, Calif. Studio and transmitter location 7th St. between L & K Sts., Modesto. Geographic coordinates 37° 38' 25" N. Lat., 121° 00' 14" W. Long. Transmitter and antenna RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer Robert L. Hammett, San Francisco. Sole owner **Charles Thieriot** is vice president and director of Chronicle Pub. Co. (San Francisco newspaper publisher), general manager of KRON-AM-FM-TV San Francisco, owned by Chronicle Pub. Co.; director of Parrott Estate Co., San Francisco; director and less than 25% stockholder of Brucon Co. (plastic mfr.), San Francisco. Applicant's mother, **Kathleen Y. Thieriot,** is 25% beneficial owner of Chronicle Pub. Co. City priority Group A-2, No. 307.

ORLANDO, Fla. — Central Florida Enterprises Inc., vhf Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 426 ft., above ground 483 ft. Estimated construction cost $317,595, first year operating cost $278,677, revenue $325,000. Post Office address 320 North Main St., Orlando. Studio location 1650 North Orange, Orlando. Transmitter location ¼ mi. W of U.S. Highway 17-92 at Taft-Vineland Rd., 2 mi. W of Taft, Fla. Geographic coordinates 28° 25' 20" N. Lat., 81° 24' 37" W Long. Transmitter DuMont, antenna RCA. Legal counsel Francis K. Whitaker, Orlando, Fla. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Herbert Waters,** proprietor of Do-Nut Diner, Orlando, to be 21% stockholder after subscription is paid; Secretary-Treasurer **Eldon G. Wiggins** (33⅓%), to be 10%-minus stockholder, attorney; Vice President **Francis K. Whitaker** (33⅓%), to be 2%-minus stockholder, attorney; **William J. March,** to be 4%-plus stockholder, dentist; **Conway D. Kittredge,** to be 21% stockholder; **G. Clarence Ziegler** (33⅓%), to be 8%-plus stockholder, proprietor of Ziegler's Dairy; **J. Russell Hornsby,** to be 8%-plus stockholder, attorney; **J. H. Milam,** to be 4%-plus stockholder, proprietor of Paramount Cleaners; **Wilbur H. Urban,** to be 21% stockholder, citrus and real estate. Present total holdings represent only 6 shares of proposed 113 shares of proposed capital stock to be subscribed at $1,000 per share. City priority Group A-2, No. 76.

TAMPA, Fla.—Tampa Television Co., vhf Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 465 ft., above ground 510 ft. Estimated construction cost $833,943, first year operating cost $780,000, revenue $850,000. Post Office address P. O. Box 1077, Tampa. Studio and transmitter location 401 West Tyler St., Tampa. Geographic coordinates 27° 57' 04" N. Lat., 87° 27' 54" W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Doyle E. Carlton** (15%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward (Tampa law firm), president of Bee Branch Cattle Co. (Punta Gorda, Fla.), director of Tampa Drug Co., vice president-director of Yocam Batteries Inc. (Tampa), treasurer of Contract Battery Mfg. Co. (Tampa), owner and operator of cattle ranches and citrus groves in partnership with wife; Vice President-General Manager **W. Walter Tison** (20%), owner of WALT Tampa; Secretary-Treasurer **David Elmer Ward** (10%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward, vice president and ⅓ interest in Combs Fish Co. (Naples, Fla.), secretary of Limestone Land Co. (Wauchula, Fla.), owner and operator of cattle ranches; **T. J. Bell** (10%), president and 25% interest (with wife) in Citizens Bank in Sarasota, director of Sarasota Federal Savings & Loan Assn.; **H. H. Baskin** (10%), Clearwater, Fla., attorney, ⅓ interest in B.O.H.O. & B. (Clearwater, Fla., realtor), ⅓ interest and partner in Owens, Baskin & Owens (Clearwater realtor); **B. G. Brumby Jr.** (10%), ⅓ interest in B.O. H.O. & B, president and 33⅓% of Brumby Textile Mills (Murphy, N. C.); **L. Maxcy** (10%), vice president and 22,351 sh. of Clinton Foods Inc. (Auburndale, Fla.), vice president and 165 sh. of Citizens Bank of Frostproof (Frostproof, Fla.), president and ⅓ of L. Maxcy Inc. (food processing), Frostproof, Fla.), owner and operator of cattle and citrus ranches; **O. K. Reaves** (5%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward; **G. E. Mabry** (5%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward. City priority Group A-2, No. 3.

COLUMBUS, Ga.—Television Columbus (WDAK owns 50%), uhf Ch. 28 (554-560 mc); ERP 92.4 kw visual, 46.2 kw aural; antenna height above average terrain 700 ft., above ground 490 ft. Estimated construction cost $280,250, first year operating cost $250,000, revenue $200,000. Post Office address Martin Bldg., Columbus. Studio location Martin Bldg., Columbus. Transmitter location 2.6 mi. W of Columbus, near Phenix City, Ala. Geographic coordinates 32° 27' 48" N. Lat., 85° 02' 27" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks; Spearman & Roberson, both Washington. Consulting engineer Craven, Lohnes & Culver, Washington. This is a joint application by **Radio Columbus Inc.** (WDAK) and **Martin Theatres of Georgia Inc.** Each holds 50%. Principals in Radio Columbus Inc. include President **Allen M. Woodall** (33⅓%), estate of **Ernest D. Black** (33⅓%), Vice President-Treasurer **Howard E. Pill** (23⅓%) and his wife, **Margaret Aird Pill** (10%). Mr. Woodall is vice president and 25% owner of WRDW Augusta, Ga., vice president-33⅓% owner of WMBL Macon, Ga., and until April was vice president-25% owner WCOS Columbia, S. C. The late Mr. Black was 33⅓% owner WBML and 25% owner WRDW and until April 25% owner WCOS. He died Sept. 5. His son-in-law, Charles W. Pittman, now controls WCOS [B•T, Sept. 15]. Mr. Pill is president-25% owner of WSFA Montgomery, Ala. Principals in Martin Theatres of Georgia Inc. include President **E. D. Martin** (33⅓%), officer and 33.4% owner of Martin Theatres of Alabama Inc., officer-33⅓% owner Martin Theatres of Florida Inc., officer-50% owner Martin Theatres of Columbus Inc.; Vice President **R. E. Martin Jr.** (33⅓%), holding same interests as brother E. D. Martin; Secretary-Treasurer **C. L. Patrick,** officer but not stockholder in all Martin theatre firms above. Martin Theatres of Georgia is also owned 33⅓% by estate of **R. E. Martin Sr.** City priority Group A-2, No. 42.

FORT WAYNE, Ind.—Anthony Wayne Bcstg., uhf Ch. 69 (800-806 mc); ERP 220 kw visual, 132 kw aural; antenna height above average terrain 643 ft., above ground 657 ft. Estimated construction cost $622,350, first year operating cost $385,000, no estimated revenue. Post Office address 4520 Old Mill Rd., Fort Wayne. Studio location to be determined. Transmitter location 4 mi. NW of center of Fort Wayne. Geographic coordinates 41° 07' 43" N. Lat., 85° 11' 00" W. Long. Transmitter RCA, antenna GE. Legal counsel Weaver & Glassie, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include general partners (each 50%), **Paul V. McNutt,** New York-Washington attorney and former federal government official, and **James R. Fleming,** Fort Wayne attorney. Mr. McNutt at one time, among other posts, was administrator of Federal Security Agency, chairman of War Manpower Commission and member of boards of War Production Board and Office of Economic Stabilization. Mr. McNutt presently is senior partner in law firm of McNutt & Nash, New York, and McNutt, Marvel & Dudley, Washington. He also is president of American-Canadian Uranium Co., board chairman and trustee of all shares in United Artists Corp., New York, board chairman-general counsel of Philippine-American Life Insurance Co., Manila, among other business interests. Mr. Fleming's business interests include board chairmanship and 13% holding in Fort Wayne *Journal-Gazette.* City priority Group A-2, No. 12.

† NEW ORLEANS, La.—Times-Picayune Pub. Co. (WTPS-AM-FM), vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 958 ft., above ground 1,000 ft. Estimated construction cost $584,450, first year operating cost $260,000, revenue $300,000. Post Office address 601 North St., New Orleans. Studio location 615 Howard Ave., New Orleans. Transmitter location Hamilton Ave., Gretna, La. Geographic coordinates 29° 54' 41.5" N. Lat., 90° 02' 49.8" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Millard M. Garrison, Washington. Principal include Board Chairman **L. K. Nicholson,** President **J. F. Tims,** Treasurer **W. J. Walton,** Secretary (Pro-Tem) **Ashton Phelps,** Vice President-Secretary **C. H. Hyams 3d,** Vice Presidents **George W. Healy Jr., Carl M. Corbin, D. W. Coleman, T. J. Adams** and **A. F. Murray.** There are 687 stockholders. City priority Group B-4, No. 184.

† ELMIRA, N. Y.—El-Cor Television Inc. (modification of application), uhf

(Continued on page 74)

TAMPA CHANNEL

Tison Petition Opposed

ORANGE Television Broadcasting Co., applicant for vhf Channel 13 at Tampa, Fla., last week told FCC it opposed an earlier petition of W. Walter Tison, trading as Tampa Broadcasting Co. and also an applicant for Channel 13 in Tampa, which asked that the Tison application be dismissed "without prejudice."

Orange Television asserted FCC on July 11 designated hearings for both applicants because they were mutually exclusive, with a pre-hearing held Sept. 16. Orange further claimed Mr. Tison stated he could not prosecute his application as an individual and intended to organize a new group to seek the channel. Thus, according to Orange Television, Mr. Tison was able to gain information at the Sept. 16 hearing which he later could use in contesting Orange Television. FCC precedent precludes granting of dismissal without prejudice in such circumstances, Orange Television said.

XUM

TV SET SALES UP

Radio Figures Vary

TELEVISION sales are on a definite upswing and the outlook for the rest of the year is bright, spokesmen for leading television set manufacturing firms told BROADCASTING • TELECASTING last week.

Radio manufacturing firms did not present such a united opinion on sales and outlook. Westinghouse Electric Corp. and Emerson Radio & Phonograph Corp. reported good radio set sales while General Electric Corp. said business was poor. A spokesman for RCA preferred not to comment on radio sales.

Television set makers saw a healthy business for the rest of the year with one possible bugaboo—shortages of receivers. Only General Electric Co. felt that demand will be met.

Sales Factors

Several TV set makers attributed increased sales, at least in part, to consistent radio and television advertising. Other factors were:

Opening of new markets, the presidential conventions, more second sets for the home and the attitude of many consumers that television is "no longer a novelty but a necessity."

An RCA spokesman said summer TV set sales were "much higher" than for the summer of 1951. He claimed RCA is on a "sold out basis" and distributors have accepted all that can be produced up to January but need more.

Joseph F. Walsh, sales manager of Westinghouse's radio-television division, said sale of TV and radio sets is at a "record high." He said TV set sales in Boston are running nearly 40% over summer of last year.

He said that "no further orders for current Westinghouse . . . small radios can be accepted this year."

Emerson reported it is "oversold completely" on TV sets. Radio set sales are rising, and a "tremendous spurt" can be expected soon.

"We are shipping TV receivers as fast as they come off the lines," he said, "and we are now . . . building up a backlog of orders." Emerson, he said, uses spot radio for both media set advertising.

An equally bright picture was presented for television sets at CBS-Columbia Inc. by Gerald Light, sales promotion manager. Mr. Light said sales were more than 100% higher the first nine months of this year than last year. He ascribed the upswing to "improved times and wide consumer acceptance of CBS - Columbia brought about by extensive promotion." Mr. Light said that CBS-Columbia is using "a lot of radio" in set advertising.

Brisk business was reported for DuMont TV receivers by Dan Halpin, general sales manager of DuMont's receiver division. He said record shipments were made for the week ending Sept. 13, with movement of receivers during that week exceeding by 17% that of any previous week in the past.

A spokesman for John Meck Industries said the company, unlike others during the summer, did not have a "soft selling" period, and that sales remained high. Fall business, therefore, is up only about 20%. Meck is selling its TV models to major department stores and retail chains in Denver, carrying on its quantity purchase plan since it has no distributors, and will move into Portland in about three weeks. TV output of Scott Radio Labs., owned by John Meck Industries, has been upped about 20%.

Raytheon Television & Radio Corp., Chicago, reported July and August sales total 10 times that for the same period last year. W. L. Dunn, vice president in charge or sales and engineering, attributes the hike to lifting of the freeze and increased interest in factory-installed uhf.

SHOVEL was much in evidence at this groundbreaking ceremony for a transmitter for WEEK-TV Peoria, which has just received its TV authorization. At ceremony were (front row, l to r) C. B. Akers, WEEK-AM-TV executive; Peoria Mayor Joseph O. Malone, and Fred C. Mueller, WEEK-AM-TV general manager; standing at rear, Ed Verkler, architect; John O. Burch, executive vice president, Peoria Assn. of Commerce; Robert Fransen, TV program director; William Flynn, commercial manager; Ken Mills, George D. Johnson Co., general contractor, and Wayne Lovely, chief engineer.

WATTERS NAMED

Heads ABC-TV Advisory Unit

MORT WATTERS, vice president and general manager, WCPO-TV Cincinnati, was elected chairman of the ABC-TV Advisory Committee at the first meeting of the newly-created group last Monday.

Mr. Watters

Paralleling the older ABC Stations Advisory Committee, the new group comprises executives of TV stations affiliated with ABC-TV, who will meet several times a year with network officials to discuss problems of mutual concern.

Charter ABC-TV Advisory Committee members attending the first meeting at ABC headquarters in New York were: Kenneth Berkeley, vice president and general manger, WMAL-TV Washington; Otto P. Brandt, vice president and general manager, KING-TV Seattle; William Lane, vice president and general manager, WLTV (TV) Atlanta; Franklin Snyder, vice president and station manager, WXEL (TV) Cleveland, and Mr. Watters.

ABC President Robert E. Kintner headed network executives who met in an all-day session with the TV station managers.

Other ABC officials sitting in were: Ernest Lee Jahncke Jr., vice president and assistant to the president; Alexander Stronach Jr., vice president for ABC-TV; John H. Norton, vice president of ABC's Central Division; Charles Underhill, national director of TV programs; Alfred R. Beckman, national director of station relations and William Wylie, manager of the station relations departments (both radio and TV).

CODE HUDDLE

Review Board to Meet

TELEVISION's own whip, the NARTB TV Code, will be given a once-over this week to determine if it is performing the job its creators intended.

Seven months of industry self-discipline will be reviewed at a three-day meeting of the NARTB TV Code Review Board, starting Tuesday at the Ambassador Hotel, New York. John E. Fetzer, WKZO-TV Kalamazoo, Mich., board chairman, will preside.

The board will consider proposed steps to improve its operating technique and to encourage higher program and advertising standards among the code's 94 station subscribers and those using the visual medium.

Only about a hundred complaints have been made since the code went into operation March 1. This is only a trickle compared to the deluge anticipated.

Selection of New York for the meeting will permit conferences with network officials as well as agencies and advertisers. Some complaints are said to involve detailed presentation of advertising symbols and copy.

The code board will use its seven-month experience as basis for a number of policy decisions. NARTB headquarters will be represented by President Harold E. Fellows; Thad Brown, TV department director; Ed Bronson, director of TV code affairs; Robert K. Richards, assistant to the president; C. E. Arney Jr., secretary-treasurer, and Fran Riley, of the public affairs department.

Code Members

Other code members are J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; E. K. Jett, WMAR-TV Baltimore, and Walter J. Damm, WTMJ-TV Milwaukee.

A surprise in the code operation has been the lack of exciting or big cases. Some incidents have involved large advertising firms but these are believed to have been handled thus far on a conference basis. Many complaints have been received by networks and stations, without reaching the code board.

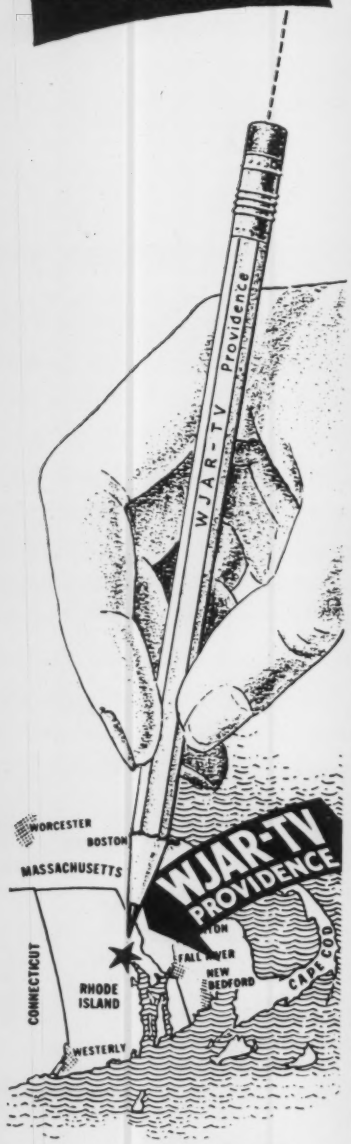
Channeling of station and network complaints to the board has been suggested, although some feel this "self-discipline" at the station-network level is adequate in most cases without reference to the national board.

FCC has cooperated by referring to the broad complaints over which it lacks jurisdiction.

One policy problem is that of rendering advisory opinions on specific cases. Code matters have been kept behind closed doors, thus far and no word has leaked out of any subscriber in danger of losing his seal. The board has limited corrective powers but can prefer charges to NARTB's Television Board of Directors, which has power to suspend or withdraw the seal.

Monitoring of TV programs by the code authority has been proposed. This plan, it is thought, could catch borderline cases and provide helpful tips to stations and networks.

PINPOINT YOUR PERSISTENT SALESMAN



UNDUPLICATED COVERAGE IN 225,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 675,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND

Represented Nationally by
Weed Television
In New England — Bertha Bannan

RTDG STRIKE

May Spread From Hollywood

HOLLYWOOD local of the Radio and Television Directors Guild (AFL) membership having taken a unanimous strike vote Tuesday against CBS-TV, NBC-TV and ABC-TV, a possible walkout in that city and other network TV centers may follow. Strike vote followed a breakdown in negotiations for new contracts covering wages, working conditions and air credits [B•T, Sept. 22].

While action taken in Hollywood is of a local nature, RTDG New York contracts recently negotiated are not effective until satisfactory agreements are signed on the West Coast. The RTDG New York national executive council will determine whether a strike action should be local or national in scope and also if it should cover radio networks as well as Hollywood.

RTDG has negotiated new agreements with NBC and CBS radio networks but all contracts are contingent on pacts also being worked out in TV, it was said.

Hollywood strike date is contingent upon the national executive council's decision.

In addition to an eight-hour day, five days per week, for floor managers and assistant directors, the Hollywood local is asking that their current minimum be raised from $100 to $120 weekly and directors' minimum of $145 increased to $175. TV networks offered a package deal but many of the stipulations contained were not acceptable to RTDG, resulting in the stalemate of negotiations.

WVEC DISPLAY

Equipment Show Set Oct. 3

WVEC Hampton, Va., applicant for uhf Channel 15 [B•T, July 21], will follow up a promotion campaign on its plans for a uhf station with a demonstration of television equipment at the Chamberlin Hotel there Oct. 3.

Thomas P. Chisman, WVEC president, said Nat Marshal of General Precision Labs. will demonstrate the new GPL remote control camera and the GPL manual camera with variable focus lens, as part of the exhibits. Mr. Chisman said TV sets, uhf converters, adapters and antennas will be shown by Zenith, Philco, Admiral, General Electric and RCA.

Leading civic officials, TV dealers and repairmen of the area will be invited to the display as part of WVEC's plans for extensive promotion of itself and uhf television, Mr. Chisman said. The promotion is being backed up by a newspaper advertising campaign to educate potential WVEC-TV viewers on uhf's qualities and expected future.

CTS EXPANDS

Adds Eight to Sales Staff

CONSOLIDATED Television Sales, New York, has expanded its sales department to meet demands of increased business, Peter M. Robeck, general manager, is announcing today (Monday). Expansion was brought about, Mr. Robeck said, because of brisk sales of CTS' *All American Game of the Week* football series and other filmed TV productions it has contracts to sell.

Account executives joining the company include William Finkeldey, formerly in the broadcast sales division of Capitol Records Inc., and Morton Brandes, formerly assistant publisher of the *Philadelphia Daily News* and account executive for Frederic W. Ziv Co. Mr. Finkeldey will headquarter in upstate New York and Mr. Brandes in Philadelphia.

CTS also has absorbed six salesmen who were with Jerry Fairbanks Inc. at the time CTS and Fairbanks reached their merger agreement: Henry Frankel and Richard C. Morse in New York; H. Kenneth Murray, Cincinnati; Richard Buch, CTS southern division manager with offices in Atlanta; Wade Barnes, in Houston, and Leo Turtledove, Los Angeles, also Mr. Robeck's headquarters.

BILLINGS SURGE

For KNXT, WENR-TV, WPTZ

SALE of six new fall programs, involving $556,045, has been announced by James T. Aubrey Jr., sales manager of KNXT (TV) Hollywood.

Third of a million dollars in local and spot billing has been signed for October by WENR-TV, ABC O & O station in Chicago. This gives the station an all-time high in orders for any ABC outlet in any month since WJZ New York went on the air more than four years ago, it was noted.

October billings, already 50% ahead of the volume for any month this summer, will be swelled by continuing sales.

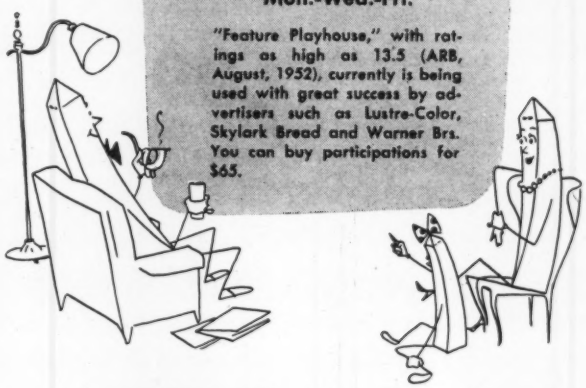
WPTZ (TV) Philadelphia has signed 12 advertisers for new, locally sponsored video programs whose time billings total more than $125,000, Alexander W. Dannenbaum Jr., commercial manager, reported last week.

Mr. Dannenbaum said the 12 accounts are exclusive of existing contracts on the station. He said further that "fall-winter business at WPTZ should be excellent with increased activity in all time segments."

Washington Watches Movies

FEATURE PLAYHOUSE
1-2 p.m.
Mon.-Wed.-Fri.

"Feature Playhouse," with ratings as high as 13.5 (ARB, August, 1952), currently is being used with great success by advertisers such as Lustre-Creme, Skylark Bread and Warner Brs. You can buy participations for $65.



Watch Washington

Effective buying income in the Washington metropolitan area has increased 18 percent since 1950—and the average family income in the District of Columbia is 35 percent higher than the national average. Are you getting your share of this rich market?

WNBW 4 WASHINGTON

Represented by NBC Spot Sales

XUM

WOR-TV SALES

announces its appointment

as New York and Chicago

sales representative for

KHJ-TV, Los Angeles

...with John F. Sloan as

National Sales Manager in New York

KHJ-TV formerly represented by Edward Petry & Company

WOR-TV

Robert C. Mayo, Director of Sales

1440 Broadway, New York 18, N.Y.

LOngacre 4-8000

HOPALONG CASSIDY

A new look at the Old West with the most famous Western star of all. Now sold in 42 markets. In production are 26 new Hopalong Cassidy adventures this year, and 26 next year.

for local and regional advertisers

NBC—QUALITY FILMS FOR

DOUGLAS FAIRBANKS JR. PRESENTS

Original stories and established classics: Drama, Comedy, Suspense in Paris, London, New York, and Hollywood—all filmed actually on location. Produced, directed and starring Douglas Fairbanks, Jr.

LILLI PALMER SHOW

Wit and cultured charm with that great lady of theatre, screen and television, Lilli Palmer. Twenty-six 15 minute shows available now.

XUM

TELEVISION

DANGEROUS ASSIGNMENT

Brian Donlevy in a series of thrilling excitement-packed adventures. Already pulling big-time sales in 58 markets, a proved program.

Now you can be sure of quality when you buy NBC-TV film programs on a market by market basis. NBC backs every one of its film program offerings with the industry's longest continuous experience in television and radio network programming. Each NBC film program gives you these exclusive network-caliber advantages:

... TV programs as fine as those produced for the national network advertiser

... Famous stars—like Hopalong Cassidy, Douglas Fairbanks, Jr., Lilli Palmer, Brian Donlevy

... Wide audience- *and* sponsor-appeal: mystery, drama, Western and sophistication

... *New* films produced expressly for television—new stories, new angles, new thrills, new pleasure

... Films that *sell* your product—films with proved, certified, documented sales records

... Complete advertising packages. NBC goes all the way to help you promote every film program locally—with exploitation assistance, on-the-air aids, press advertisements and merchandising.

And remember, every NBC-Quality film program is produced from a background of programming knowledge that creates and holds audiences from credit-titles to final fade-out. Most important, you can place these network quality productions where you want them, when you want them.

Like to know more about NBC-Quality TV Films?
Write, call, wire:

NBC film programs

30 Rockefeller Plaza, New York 20 **Offices in: New York, Chicago, Los Angeles**

A Service of the Nation's No. 1 Network

The Stage Is Set at WHEN

Here's a show tailored for ideal afternoon viewing...a daily full length feature film plus newsreel and short subjects... a complete theatre program, combining drama, music and news. When the curtain goes up on Movie Matinee you will reach a top audience of Central New York housewives. A spot in this outstanding participating show will provide...

Results

Represented Nationally by the Katz Agency

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH STATION

RKO'S CHANGE *Plan Separate TV Unit; Deny Backlog Release Now*

ALTHOUGH the syndicate headed by Ralph E. Stolkin, Chicago industrialist, last week bought controlling interest in RKO Radio Pictures Inc., for $7,350,000 [B•T, Sept. 22] emphatically denied intention "at this time" to release a $20 million backlog of RKO movies to television, it was learned that the studio does have plans for a separate TV unit to produce custom-made film for video.

Acknowledging that "we are studying most carefully the production and distribution of television films," Mr. Stolkin said, "we want to make it clear that at this time, we have no intention of releasing any of the studio's stock of films for the use of television."

Noting the fact that motion pictures and television are related, he would go no further than to state "for the time being there may be an engagement, but no marriage." He emphasized "we expect to continue to produce motion pictures as a major studio operation."

Mr. Stolkin and his associates bought 1,013,420 stock shares from Howard Hughes for $7 a share or a total of $7,093,970 and the 36,000 shares owned by RKO President Ned Nepinet. The purchase represents 30% of the company's stock, a controlling interest. Negotiations had been underway for several weeks.

Besides Mr. Stolkin in the syndicate are his father-in-law, A. L. Koolish; Edward G. (Buzz) Burke Jr. and Ray Ryan, San Antonio oil men; and Sherrill Corwin, Southern California theater owner. Messrs. Stolkin, Koolish and Ryan reportedly represent less than 90% of the syndicate, Mr. Burke around 10% with Mr. Corwin holding a minority balance interest.

Mr. Stolkin is president of Empire Industries, Chicago, mail order house, and vice-president of National Video Corp., Chicago, cathode ray tube manufacturers, and is identified with Screen Associates Inc., Hollywood. With Messrs. Burke and Corwin he is among new owners of KOIN-AM-FM Portland and KJR Seattle. They are, in addition, associated with Clem Randau in the operation of KXOB Stockton, Calif. [B•T, July 14].

NCAA PERMITS

Notre Dame-Penn. on TV

NATIONAL Collegiate Athletic Assn. permitted the telecasting of the Pennsylvania-Notre Dame football game last Saturday for showing in the Philadelphia area only, although the regular NCAA TV game for the day was the Princeton-Columbia contest in New York over NBC-TV.

Permission was granted by the NCAA television committee after Pennsylvania had requested TV coverage because the game was sold out and a telecast would serve "the public interest." The Pennsylvania-Notre Dame game was to be carried by NBC-TV over its Philadelphia outlet, WPTZ (TV), under the sponsorship of General Motors. The regular NCAA football schedule on NBC-TV is sponsored by General Motors.

Robert A. Hall of Yale, chairman of the NCAA TV committee, said the Pennsylvania incident did not set a precedent.

The NCAA committee Thursday denied another request by Pennsylvania for telecasts of both the Pennsylvania-Notre Dame and the Princeton-Columbia games in the Philadelphia area.

Snader Sued

CHARGING breach of contract in the distribution of a 13-program *Kid Magic* TV film series, Aladdin Television Productions Inc., Hollywood, last week filed a $126,000 damage suit in Los Angeles Superior Court against Louis D. Snader and his various Telescriptions organizations.

Scoops Own Paper

BARRY BINGHAM, editor of the *Louisville Courier-Journal* and president of its television affiliate WHAS-TV, scooped his own newspaper Wednesday evening by reading Thursday morning's editorial on the station. Mr. Bingham was serving as guest moderator of the 10-10:30 p.m. *What's Your Question* during which viewers' queries are answered on the air. The editorial contained the newspaper's first endorsement of the Democratic candidate, Adlai Stevenson. So many questions were phoned into the station after the editorial that, even though the program was extended 15 minutes, more than half had to be answered by mail.

Claims Discrepancies

DISCREPANCIES claimed by WGRD Grand Rapids, Mich., in balance sheets of Leonard A. Versluis, applicant for a TV station in Muskegon, Mich. [B•T, Sept. 22], were described in an amended complaint filed with the FCC by WGRD. The amended complaint, correcting an error, states: "Although both of these balance sheets are of the same date, they show a difference of $10,099 in his assets and $33,935 in his net worth."

ERIE ★★ *Pennsylvania's 3rd City*

SERVED AND SOLD

by WICU TV

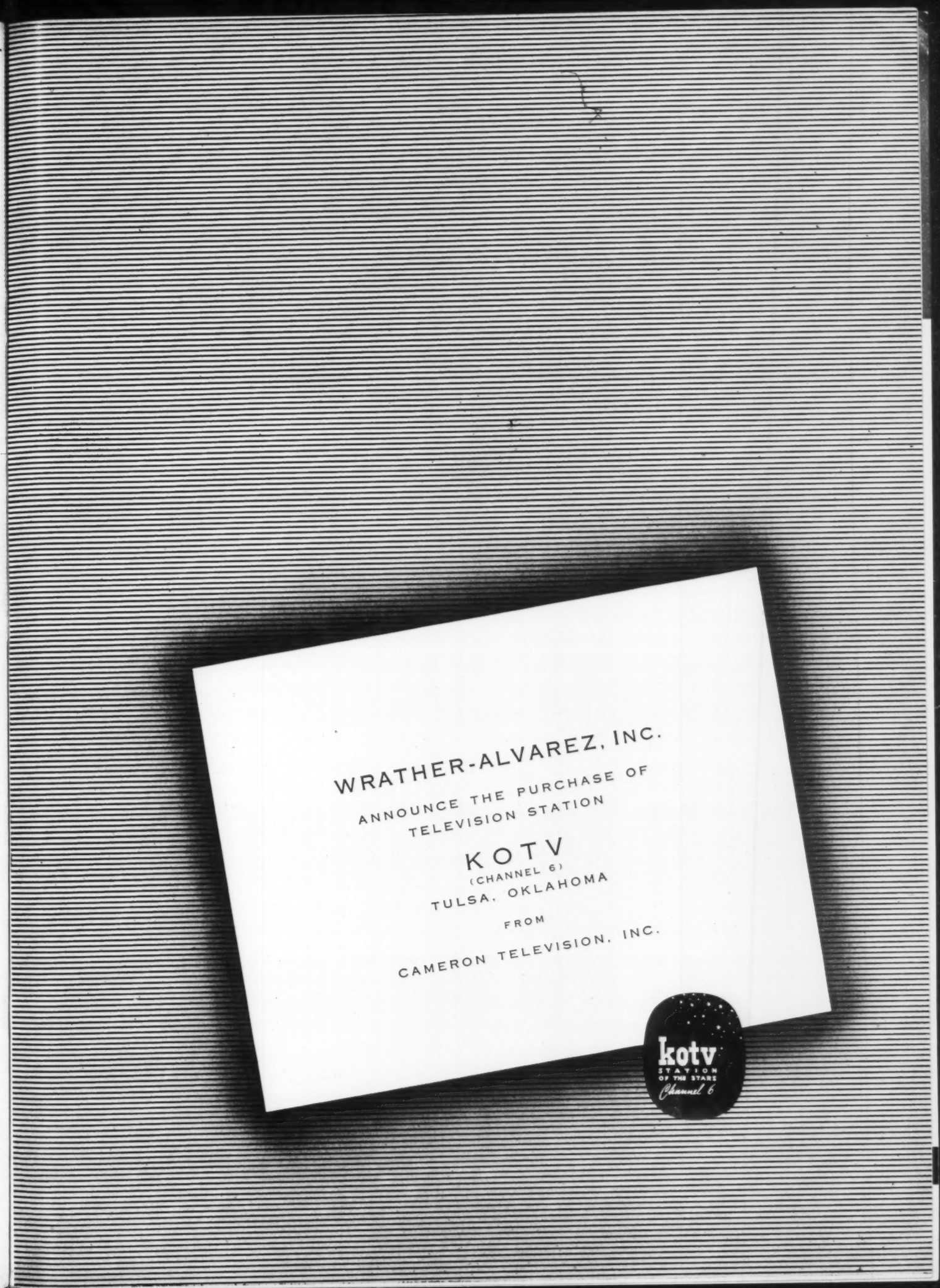
THE ERIE DISPATCH STATION
ERIE, PA.

National Representative
WICU-TV—Erie, Pa.—Headley-Reed Co.

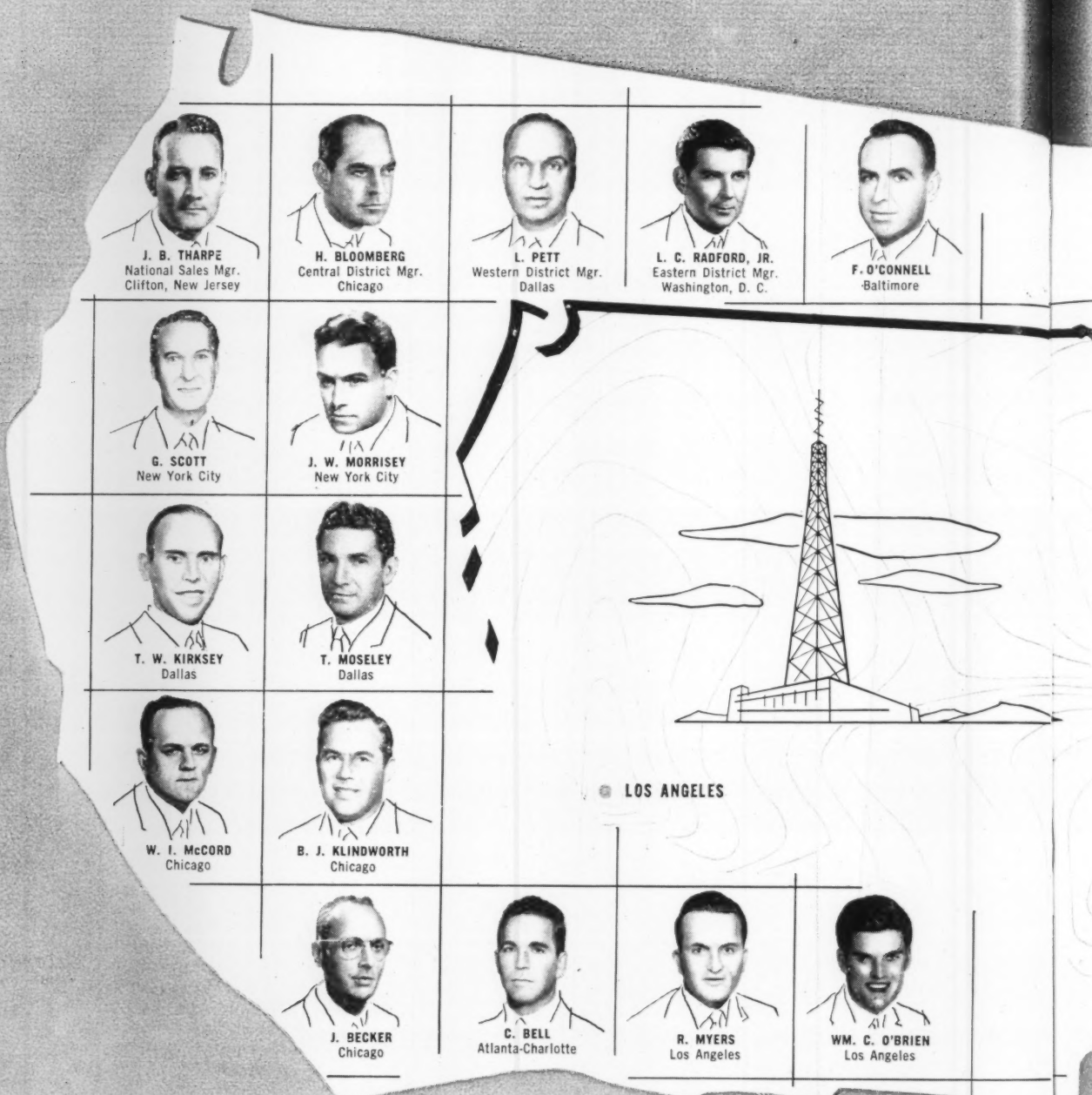
RADIO NEWSPAPER T.V.

an Edward LAMB ENTERPRISE

Edward Lamb Enterprises, Inc., Hotel Barclay, 111 E. 48th St., N. Y. C.


WRATHER-ALVAREZ, INC.
ANNOUNCE THE PURCHASE OF
TELEVISION STATION
KOTV
(CHANNEL 6)
TULSA, OKLAHOMA
FROM
CAMERON TELEVISION, INC.
kotv
STATION
OF THE STARS
Channel 6

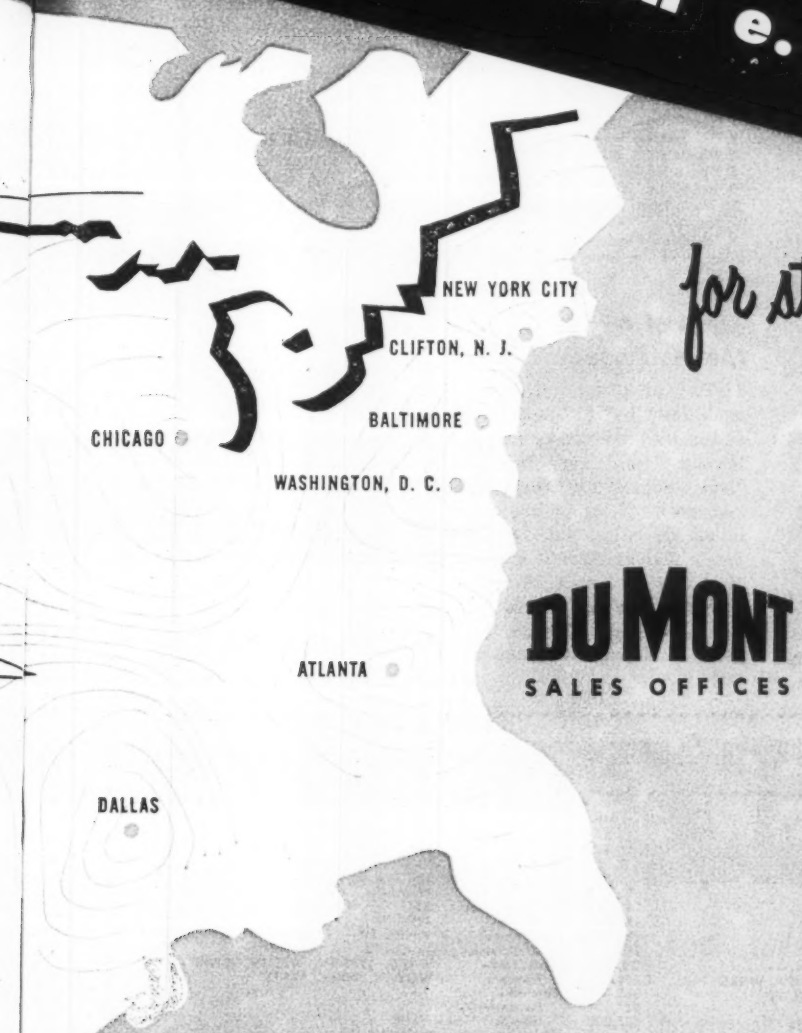
XUM



In addition to these outstanding Representatives located in your area, DuMont maintains a staff of highly experienced Sales Engineers. These men, backed by years of field experience, work in conjunction with your Representative and provide him with the necessary information and service that may be required to fulfill your particular needs.

XUM

maximum e.r.p.



**Effective Regional Participation of Du Mont Representatives, now covering all areas of the nation, ready to serve you, help you to plan and to build your television station.*

for still better service

DU MONT
SALES OFFICES

START with the finest TV broadcasting equipment available. Back it with outstanding engineering born of pioneering telecasting. Round it out with on-the-spot TV specialists familiar with every phase of television. And that's the meaning of DU MONT to you in working out your telecasting plans.

Whether your needs concern initial equipment, or expansion or improvement of present facilities, contact your nearest Du Mont regional office. Our TV specialists will gladly discuss your problems and come up with *the most practical and economical* solutions.

Du Mont, always "First with the Finest in Television," now offers *Effective Regional Participation, in highly qualified personnel, for still better service to you.

Allen B. Du Mont Laboratories, Inc.
Television Transmitter Division
1500 Main Avenue
Clifton, New Jersey
Phone: MUlberry 4-7400

NEW YORK CITY
Empire State Building
Room 8201
Phone: MUrray Hill 8-2600

WASHINGTON, D. C.
Television Station WTTG
Phone: STerling 5300

BALTIMORE
1351 Pentwood Road
Phone: TUxedo 6689

LOS ANGELES
1136 North Las Palmas
Phone: GRanite 1185

CHICAGO
919 North Michigan Boulevard
Room 1616
Phone: MIchigan 2-0354

DALLAS
1531 Turtle Creek Blvd.
Phone: PRospect 6220

ATLANTA-CHARLOTTE
2101 Arnold Drive
Charlotte, N. C.
Phone: CHarlotte 5-6519

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

257,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

telestatus

Classroom Telecasts at Cornell; Ratings

(Report 235)

PLANS to telecast experiments in the freshman and sophomore physics cources were announced last week by Dr. Lloyd P. Smith, chairman, Dept. of Physics, Cornell U., Ithaca, N. Y.

RCA is cooperating in the project which will permit demonstrations impossible by ordinary methods. For example, Prof. Smith explained, it will be easier to show "Brownian movement"—the dance of tiny particles suspended in fluid. The phenomenon is invisible to the naked eye and students normally would have to await their turns at microscopes.

A midget television camera, developed by RCA Labs. Div. for industrial and related uses, is the key unit in the installation, Prof. Smith added. RCA has loaned the camera and a monitor for the project. The university has provided two 21-inch viewers.

* * *

ARB Rates 'Godfrey' Tops Aug. 1-7

TWO Arthur Godfrey shows were tops in the American Research Bureau's list of program popularity for the first week in August. ARB reported Godfrey's *Talent Scouts* took first place in ratings with 42.9, while *Arthur Godfrey and His Friends* reached more than seven million homes. Both shows are on CBS-TV. ARB figures for Aug. 1-7 follow:

Rank	Program	Rating
1	Talent Scouts (CBS)	42.9
2	Godfrey's Friends (CBS)	40.5
3	Blue Ribbon Bouts (CBS)	38.5
4	What's My Line? (CBS)	35.1
5	Big Town (CBS)	33.3
6	Best of Groucho (NBC)	32.6
7	Racket Squad (CBS)	31.8
8	Gangbusters (NBC)	31.0
9	Sports Spot (CBS)	28.8
10	Strike it Rich (CBS)	28.6

		Homes (Add 000)
1	Godfrey's Friends (CBS)	7,030
2	Blue Ribbon Bouts (CBS)	6,370
3	The Best of Groucho (NBC)	5,710
4	What's My Line? (CBS)	5,440
5	My Little Margie (CBS)	5,100
6	Racket Squad (CBS)	5,060
7	Talent Scouts (CBS)	4,970
8	Big Town (CBS)	4,730
9	Television Playhouse (NBC)	4,550
10	Toast of the Town (CBS)	4,440

* * *

Total of 49 Programs Make 'Hooperade'

TOTAL of 49 television programs made the "first 15" in one or more of the six cities surveyed by C. E. Hooper Inc. for its August "Hooperade of TV Stars," released last week. No show made the list in all six cities, but *Arthur Godfrey's Talent Scouts* and *What's My Line?*, both on CBS-TV, placed in five of the six. Cities surveyed are New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

'Margie,' 'Gangbusters' Lead Nielsen Listings

NIELSEN national list of TV programs during the two weeks ending Aug. 23 showed CBS-TV's *My Little Margie* as leading the top 10 in number of TV homes reached, and NBC-TV's *Gangbusters* first on the list of the 10 shows with the highest percentage of TV homes reached in program station areas. Lists follow:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	My Little Margie (CBS)	6,427
2	Dragnet (NBC)	6,030
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	5,600
4	Gangbusters (NBC)	5,580
5	Pabst Blue Ribbon Bouts (CBS)	5.416
6	Goodyear TV Playhouse (NBC)	5,204
7	Amos 'n' Andy (CBS)	5,160
8	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	4,906
9	Racket Squad (CBS)	4,840
10	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	4,786

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Gangbusters (NBC)	37.9
2	Dragnet (NBC)	35.9
3	My Little Margie (CBS)	35.4
4	Amos 'n' Andy (CBS)	35.0
5	Arthur Golfrey's Scouts (CBS)	32.8
6	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	32.3
7	Pabst Blue Ribbon Bouts (CBS)	31.3
8	Big Town (CBS)	31.0
9	Racket Squad (CBS)	30.9
10	Goodyear TV Playhouse (NBC)	29.8

Copyright 1952 by A. C. Nielsen Co.

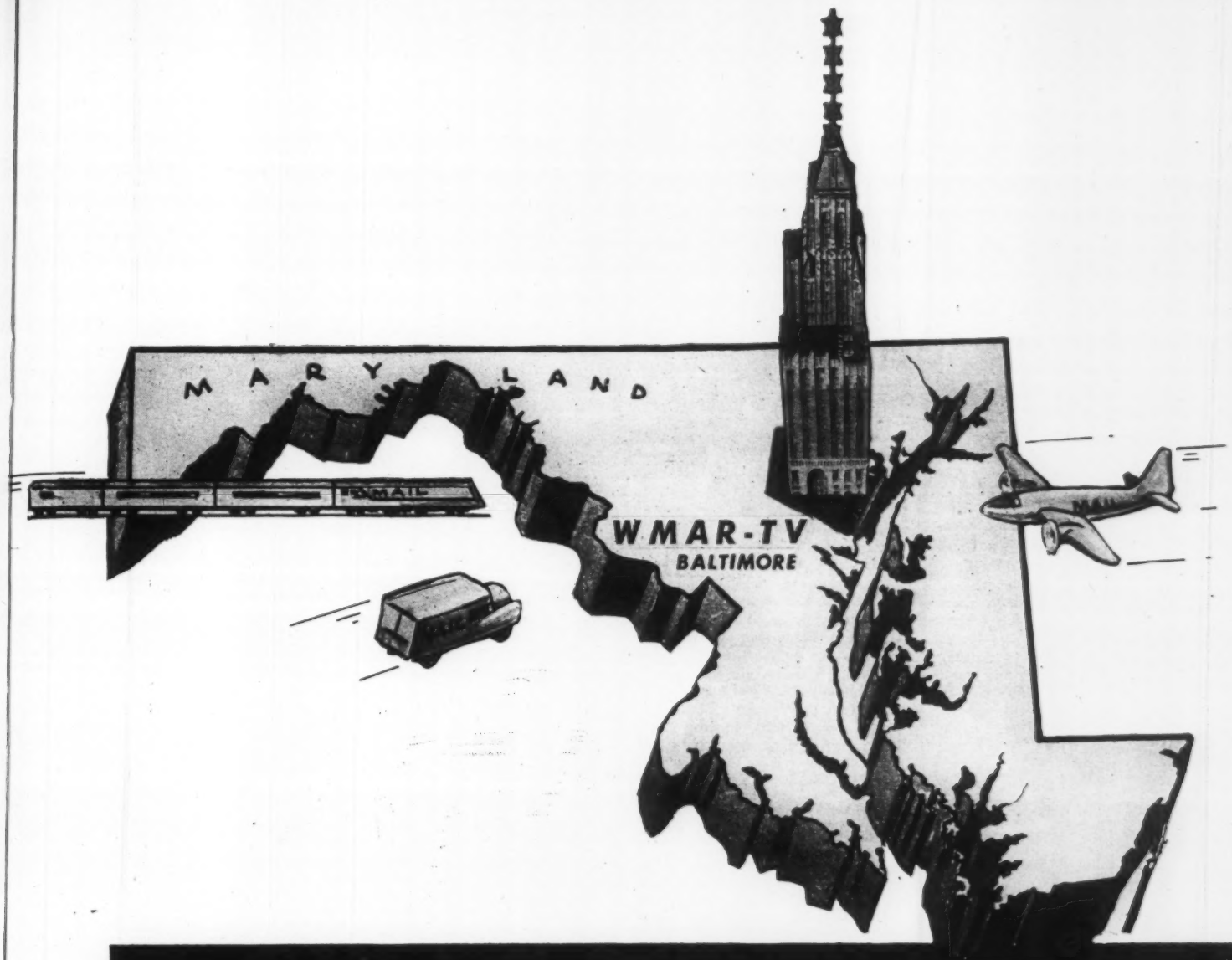
Weekly Television Summary—September 29, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	100,447
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	410,076
Binghamton	WNBF-TV	92,500
Birmingham	WAFM-TV, WBRC-TV	118,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	931,871
Buffalo	WBEN-TV	284,202
Charlotte	WBTV	244,842
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419
Cincinnati	WCPO-TV, WKRC-TV, WLWT	365,000
Cleveland	WEWS, WNBK, WXEL	637,684
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	186,021
Davenport	WOC-TV	130,000
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	249,000
Denver	KFEL-TV	38,919
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	804,766
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	186,021
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	123,792
Houston	KFRC-TV	177,000
Huntington-Charleston	WSAZ-TV	112,000
Indianapolis	WFBM-TV	257,000
Jacksonville	WMBR-TV	68,000
Johnstown	WJAC-TV	168,500
Kalamazoo	WKZO-TV	236,653
Kansas City	WDAF-TV	223,024
Lancaster	WGAL-TV	162,813
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,324,088
Louisville	WAVE-TV, WHAS-TV	179,820
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	24,500
Memphis	WMCT	144,690
Miami	WTVJ	141,600
Milwaukee	WTMJ-TV	352,506
Minn.-St. Paul	KSTP-TV, WTCN-TV	329,200
Nashville	WSM-TV	78,260
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	113,687
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	130,000
Oklahoma City	WKY-TV	152,731
Omaha	KMTV, WOW-TV	138,503
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,085,549
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV (not yet estimated)	
Providence	WJAR-TV	227,000
Richmond	WTVR	139,032
Rochester	WHAM-TV	160,000
Rock Island	WHBF-TV	130,000
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	83,245
San Antonio	KEYL, WOAI-TV	94,386
San Diego	KFMB-TV	150,850
San Francisco	KGO-TV, KPIX, KRON-TV	448,000
Schenectady-Albany-Troy	WRGB	222,900
Seattle	KING-TV	171,000
St. Louis	KSD-TV	421,000
Syracuse	WHEN, WSYR-TV	189,422
Toledo	WSPD-TV	203,000
Tulsa	KOTV	130,125
Utica-Rome	WKTV	77,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,932
Wilmington	WDEL-TV	117,613

Total Stations on Air 111* Total Markets on Air 66* Estimated Sets in Use: 18,626,860

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



MAIL PROVES WMAR-TV COVERAGE

And Coverage And Audience Is What You Buy In Television

July brought mail from all sections of Maryland and contiguous areas including:
Washington, D.C.
Pennsylvania
Delaware
Virginia
W. Virginia

Exhibit: 24% of July's mail came from outside Baltimore City. This is the plus coverage offered to WMAR-TV advertisers.

Exhibit: In the past six months WMAR-TV's quarter-hour leadership has risen to a figure 23% greater than the total for the other two Baltimore television stations combined.

Add bonus coverage to audience leadership and you have the reason for WMAR-TV's premiere position in the Baltimore television field.

***In Maryland, most people watch* WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

***Represented by* THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

'CHINA SMITH'

PSI-TV Sells 12 Markets

PSI-TV Inc., New York, announces sale of its new television film series, *China Smith*, in 12 markets. The series, which stars Dan Duryea, makes its debut this week. Manny Reiner, firm's vice president in charge of sales, said sponsors and markets include:

Cribben & Sexton Inc. (Universal gas ranges), Chicago, on WNBQ (TV) Chicago, through Christiansen Adv. Co.; Falstaff Brewing Co. (Falstaff beer), St. Louis, on KSD-TV St. Louis, WKY-TV Oklahoma City, WAFM-TV Birmingham; WOAI-TV San Antonio, WAGA-TV Atlanta, KRLD-TV Dallas-Fort Worth, KPRC-TV Houston, WDSU-TV New Orleans and KFEL-TV Denver, through Dancer-Fitzgerald-Sample Inc.; Sylvania Electric Products Inc. (Sylvania television sets), on KGO-TV San Francisco, through Roy S. Durstine Inc., and Thrifty Drug Stores, on KECA-TV Los Angeles, through Dan B. Miner Co.

Demands to ATFP

SCREEN extras and script supervisors guilds are the latest to demand new contracts with Alliance of Television Film Producers, currently attempting to reach agreement and end a seven-week strike by Screen Writers Guild. The extras and script guilds seek wage increases and new working conditions. SWG and ATFP negotiators will confer again this week in an effort to end the strike that started Aug. 11 [B•T, Sept. 22].

film report

Sales . . .

Arthur Sachson Assoc., New York, TV film distributor for **Arrow Productions Inc.**, Hollywood, has closed deals for *Ramar of the Jungle* to be telecast by WFIL-TV Philadelphia, WXYZ-TV Detroit, WENR-TV Chicago and KTTV (TV) Hollywood.

* * *

Paramount Television Productions, New York, has sold *Time for Beany*, quarter hour film, on a 39-week basis to WGN-TV Chicago, where it is being carried Monday through Friday, starting Sept. 22, on a participating basis. Renewals of program are to WTTG (TV) Washington for 39 weeks under the sponsorship of **Safeway Grocery Stores** and to WHBF-TV Rock Island, Ill., for 13 weeks on a participating basis. Paramount has also sold *Wrestling from Hollywood*, a one-hour filmed program to **Falstaff Brewing Co.** for 52 weeks over KPRC-TV Houston and to WFAA-TV Dallas for 13 weeks on a participating basis. The program has been renewed on WGAL-TV Lancaster (Pa.) and WTAR-TV Norfolk for 13 weeks under the sponsorship of the **National Brewing Co.** and on WNAC-TV for 13 weeks on a participating basis.

* * *

Thrifty Drug Stores, Los Angeles (Southern Calif. chain), starts *Affairs of China Smith*, weekly half-hour film series starring **Dan Duryea**, on KECA-TV Los Angeles, for 52 weeks from Oct. 17. Filmed by **Tableau-China Smith** and produced by **Bernard Tabakin**, programs were distributed by **PSI-TV**. (see story this page). Sponsor's weekly half-hour video programs in Los Angeles area include *Ladies Matinee*, *Jack Rourke Varieties* on KECA-TV; *Holiday in Paris* on KNXT (TV); and *What's the Name of That Song?* on KHJ-TV. Agency is **Dan B. Miner Co.**, that city.

Availabilities . . .

Association Films Inc., New York, is offering free a 10-minute **Walt Disney Production** film, *How To Catch a Cold*. Giving pointers about the common cold, the film is available for sustaining use only.

* * *

Shamus Culhane Productions Inc., New York, has added a sponsored films division. This is a new departure for the firm which has specialized in TV spot announcements the past four years. **George L. George** will be in charge of department, as producer-director.

* * *

National Assn. of Gagwriters has packaged a new TV show *Smilestones*, featuring humor, wit and commentaries of **Harry Hershfield**, called dean of American humorists. Show is intended for telecast twice or three times weekly in 15-minute segments. Package is now being submitted to agencies by **F. D. Benham Assoc.**

Production . . .

TV version of NBC radio *Life of Riley* has been completed at **Hal Roach Studios**, Culver City, with **William Bendix** in the starring role. **Abby Berlin** directed from a script by **Harry Clork. Sidney Van Keuren**, studio vice president, is in charge of production on projected NBC-TV series.

* * *

W. Lee Wilder, headquartered at 5746 Sunset Blvd., Hollywood, has received approval from the U.S. Criminal Investigation Dept. of his projected half-hour TV film series, *Top Secret*, to be based upon C.I.D. case histories. **Guild Films Inc.**

(Continued on page 99)

SPIER TO 'OMNIBUS'

Joins as Producer

WILLIAM SPIER, producer-director most recently affiliated with CBS Television, has joined the TV-Radio Workshop of the Ford Foundation as producer of its 90-minute TV package, *Omnibus*, Robert Saudek, workshop director, announced Wednesday. Program will start on CBS-TV Nov. 9.

Included in the roster of *Omnibus* dramatic selections will be six short plays by William Saroyan. Reportedly the first time Mr. Saroyan has written specifically for television, the plays will vary in length from 25 to 35 minutes. The playwright will act as "on camera" narrator for his plays.

FILM DECISION

Rendered in L. A. Court

FEDERAL JUDGE ruled last Monday in Los Angeles that the telecasting of films originally made for movie houses "now has become a commercial practice."

U. S. District Court Judge Harry C. Westover thus reversed his earlier opinion. Ruling came in the lengthy court battle between George and James Nasser and United Artists over the release of four feature films to TV [B•T, Aug. 11].

These films were shown on television and approved by Federal referee-in-bankruptcy Benno M. Brink [B•T, March 10]. An appeal by UA, which has distribution rights, was upheld by Judge Westover on July 31.

Judge Westover's reversal follows a rehearing of a petition filed Aug. 18 by the Nasser brothers.

Box Seat via Telenews

TELENEWS Productions Inc., New York, last week announced plans to film 1952 World Series. Camera crews will be under the direction of Telenews sports editor, Harry Roberts. Clients will receive baseball films in daily newsreels and as part of Telenews weekly, *This Week in Sports*.

WISE BUYERS Buy KFMB-TV

San Diego's First and only TV Station Blankets California's Third Market!

San Diego NOW HAS A 710,808* POPULATION!
*A 28% INCREASE OVER 1950

KFMB-TV, KFMB-AM
San Diego 1, Calif.
Represented by THE BRANHAM CO.

John A. Kennedy, Board Chairman · Howard L. Chernoff, Gen. Mgr.

Tailor-made TV FILM SPOTS
Animation and Live Action
• 8 Seconds
• 20 Seconds
• One Minute
Telescriptions
VICTOR BLDG.
STerling 4650
WASHINGTON 1, D. C.

XUM

Would You Like to Hire a King?

King Calico, who wears calico because he can't afford ermine, now holds court every Monday through Friday on Station WNBQ in Chicago between 5:30 and 5:45 p.m. This little fellow and members of his Calico Kingdom are ready to deliver the child audience of Chicago television for you. Holder of many honors and awards including "best children's television program in Chicago in 1952" as voted by the Chicago Federated Advertising Club, King Calico is the favorite of everyone.

Yes, SOME SPOTS ARE BETTER THAN OTHERS

And in Chicago, the best spots of all, like KING CALICO, are on Station WNBQ where advertisers meet MORE Chicagoland viewers than any other Chicago television station. A WNBQ or NBC Spot salesman has the complete story.

NBC TELEVISION

Represented by
NBC SPOT SALES

WNBQ
CHANNEL 5

Post-Thaw Grants Reach 63

(Continued from page 57)

be prepared.

Comr. Bartley issued the dissent, in which Chairman Walker concurred, as follows:

"In dissenting we want to make it clear that we are not voting against grant of an application to Polan Industries for Youngstown, Ohio, *at the proper time.*

"Our dissents go to the fact that we have in effect simultaneously acted upon a petition by Vindicator Printing Co. [WFMJ-TV] denying them a waiver of our rules, which they have had on file since August 13 and which was not acted upon by the Commission until today [Sept. 19]. The effect of that action if it had been made earlier would have allowed petitioner an opportunty to take such action as it desired in the light of the Commssion's action.

"As the situation now stands, in the light of the action today in granting of the construction permit to Polan Industries, Vindicator has been denied the right to make a decision it could not make until it had the opinion of the Commission on its petition for waiver."

Polan Industries earlier received grant for uhf Channel 59 at Ashland, Ky. [B•T, Aug. 18] and has applications pending in several other midwest cities. The Youngstown grant is the third to that city, FCC having previously authorized uhf Channel 27 to WKBN-TV there.

The Harrisburg grant of uhf Channel 55 to WHP there is the first for that city. Four applications, two each for uhf Channels 27 and 71, have been set for hearing Oct. 15 before Examiner William G. Butts and pre-hearing conference is scheduled Friday.

A. K. Redmond, vice president and general manager of WHP, reported it hoped to get on the air with the new TV station within eight months using the highest possible interim power. RCA equipment delivery is expected around January 1. Tower construction is to commence promptly, he said, and should be finished in about 30 days. New building construction is to be completed in 60 days.

The Ann Arbor grant for uhf Channel 20 to WPAG is the first in that city. No other bids pend.

Edward F. Baughn, WPAG vice president-treasurer, said the new TV outlet would be put on the air as soon as possible after the first of the year. GE has promised equipment delivery by about February 1 and not later than April 1, he indicated.

The Ann Arbor authorization extends processing in the Group B-1 list to city No. 115, with no more B-1 applications pending until No. 134, Frederick, Md., where WFMD seeks uhf Channel 62. Frederick receives five TV services, according to FCC's temporary processing list. Next pending bid is that of Atlantic Video for uhf Channel 58 at Asbury Park, N. J., receiving six services.

WDHN (FM) and WCTC New Brunswick, N. J., No. 138 on the B-1 list and receiving seven services at present, both seek uhf Channel 47. Following these applications are bids for Albany-Schenectady-Troy, first area in Group B-2, comprising cities which presently have operating stations.

Notifying the two Columbus, Ga., applicants of need for comparative hearing brings processing in Group A-2 to city No. 42. For nearly another 150 cities, all important markets, in the A-2 list there are applications pending. Group A-2 cities are those over 40 miles from existing stations.

Procedure Change

FCC fortnight ago announced revision of its temporary processing procedure effective Oct. 15 in order to speed up handling of non-competitive applications [B•T, Sept. 22]. After that date, handling of new mutually exclusive bids will be passed over for a limited time. Those already set for hearing, or so notified by that time, will continue to be processed, FCC indicated.

In finalizing its allocation of Channel 10 to Lafayette, La., prompted by court appeal of KVOL there [B•T, Aug. 4], FCC amended its allocation table as follows:

	Channel No.
ALABAMA	
Mobile	5, 10, *42, 48
LOUISIANA	
Baton Rouge	2, 28, *34, 40
Lafayette	10, 38, 67
New Orleans	4, 6, *8, 20, 26, 32, 61

FCC also stated applications for vhf Channel 5 at Alexandria, La., involved in the conflict, would now be processed. KALB and KSYL there both seek the facility. The city is No. 131 on the A-2 list.

The addition of vhf Channel 3 to Jackson, Miss., was based upon petition by WJDX which asked FCC to change the city from Zone III to Zone II, thus reducing minimum spacing from 220 to 190 miles. WJDX plans to amend its vhf Channel 12 application to specify Channel 3, it was indicated.

The Texas allocation changes made final by the Commission—substitution of Channel 3 for 6 at San Angelo and addition of Channel 6 at Temple—were proposed by the Commission in early August [B•T, Aug. 4] as was the addition of uhf Channel 59 at Fremont, Ohio, where WFRO plans to file application for that facility soon [B•T, Aug. 11].

The request to add uhf Channel 83 to Waterbury, Conn., denied by FCC at this time because it involves waiver of the one-year rule, had been tendered by WBRY which also petitioned the Commission to dismiss its bid for uhf Channel 53 in order that the competitive bid of WATR there can be promptly approved [B•T, Sept. 22].

WBRY has indicated it will repetition later for the addition of Channel 83, at which time a new

2,000,000

people in 67 counties spend $1,446,895,000 in an area covered by WSAZ-TV-Home-town Station for Huntington and Charleston.

1951-52 MARKET DATA

O.I. mv/m CONTOUR AREA
POPULATION 1,299,500
FAMILIES 336,500
RETAIL SALES 810,824,000
FOOD SALES 203,425,000
DRUG SALES 19,509,000
EFFECTIVE BUYING INCOME 1,258,631,000

TOTAL AREA

POPULATION 2,495,900
FAMILIES 597,400
RETAIL SALES 1,446,895,000
FOOD SALES 356,003,000
DRUG SALES 33,596,000
EFFECTIVE BUYING INCOME 2,261,765,000

SOURCE: Sales Management "Survey of Buying Power," May 10, 1952

100,000 WATTS ON CHANNEL 3

WSAZ-TV

HUNTINGTON, WEST VIRGINIA

For full details on rates and availabilities to stake out your claim in this rich new market, wire, call, or write Lawrence H. Rogers II, General Manager, or contact your nearest office of The Katz Agency, Inc.

"WORLD'S MOST POWERFUL TELEVISION STATION"

XUM

application would be filed.

Meanwhile, in other actions last week, the Commission granted petitions for dismissal of television applications filed by Empire Coil Co. for uhf Channel 38 at St. Petersburg, Fla., and Booth Radio and Television Stations Inc. for vhf Channel 12 at Flint, Mich.

Empire Coil already has received grants for KPTV (TV) Portland, Ore., the first commercial uhf station to commence operation [B•T, Sept. 22], and for KDEN (TV) Denver.

The competitive bid for Channel 38 at St. Petersburg filed by the City of St. Petersburg, previously set for hearing with Empire Coil on Oct. 1 at Washington, was removed from the hearing docket by the Commission. The city has petitioned for immediate grant. It operates WSUN there.

Booth Radio and Television, operator of WBBC Flint, informed the Commission it did not wish to prosecute its vhf Channel 12 application there. Booth, however, proposes to devote attention to its applications at Saginaw, Detroit, Battle Creek and Grand Rapids.

THEATRES-AT&T
Engineering Meeting Urged

MEETING between AT&T and motion picture industry attorneys was suggested by Ernest D. North, AT&T general attorney, in his reply last Monday to theatre-TV proponents most recent request for quotations on their engineering requirements [B•T, Sept. 15].

"The suggestion that we are reluctant to give information called for in this case is not correct," Mr. North said. This was in response to movie attorneys' intimations AT&T was dodging their questions.

AT&T has been cooperating with motion picture technicians on theatre-TV developments, Mr. North wrote. He said tests currently are underway to determine whether present intercity radio relay facilities, modified for broad band transmission, could be used satisfactorily for large screen sequential color pictures (CBS system).

Reason why AT&T has not been able to quote prices, Mr. North said, was that the equipment called for was not developed and therefore, costs were not attainable. Latest movie letter made a change in the specifications, Mr. North said, "which works toward simplifying the problem."

Mr. North referred to current tests the telephone company has underway on broad band systems, and said these might be modified to meet motion picture industry's specifications. He asserted:

"However, these tests have not been completed and any forecast of charges made now would be purely speculative."

The accounting and engineering phase of the FCC's hearings on theatre-TV is scheduled for Oct. 20. It is part of the general hearing on the motion picture industry's request for theatre-TV frequencies, scheduled for next Jan. 12.

HEAVY TITLE BOUT
TNT Reports Success

THEATRE televison of the Walcott-Marciano heavyweight title bout last Tuesday, carried in 50 theatres from coast-to-coast, was described as a "tremendous success with virtually a sell-out everywhere" by Nate Halpern, president of the Theatre Network Television Inc., which arranged the telecast.

Unofficial estimates of the total gross revenue from the venture ran as high as $500,000 but Mr. Halpern said Thursday that an overall tabulation had not been completed. He noted that it overshadowed by far all other theatre TV performances and verified that in virtually every city thousands of people were turned away because of lack of seating facilities.

The telecast also marked the first use of theatre television in a drive-in-theatre, the S-3 Drive-In, Rutherford, N. J.

CINERAMA DRIVE
Spots Placed in New York

CINERAMA, new three-dimensional movie projection system, through McCann-Erickson, New York, has placed a two-week radio-TV spot schedule on four New York stations in connection with company's promotion compaign. The new system will premiere in New York's Broadway Theatre tomorrow. Patent is held by Cinerama Inc., New York, of which Thomas-Todd Productions, that city, is part owner. Lowell Thomas, veteran CBS commentator, is a partner in Thomas-Todd.

Beginning on or about last Friday, 6- and 20-second transcribed spots were placed on WCBS and WNBC New York, averaging some seven a day for the two-week period. WCBS-TV and WNBT (TV), are carrying 8- and 20-second filmed spots, with a combined average of six per day.

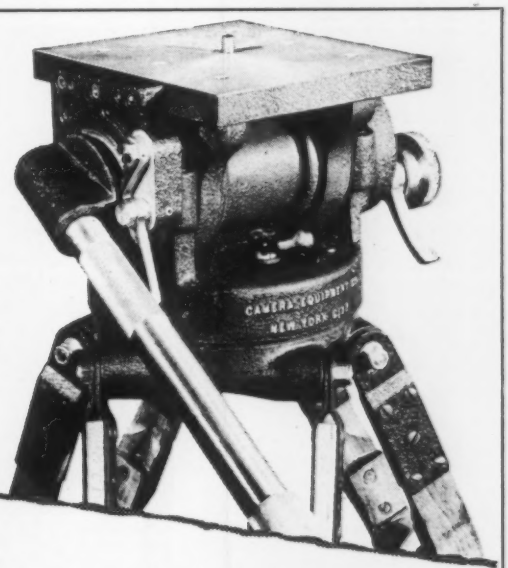
NEW CIO SERIES
Now in 35 Markets

CIO launched a new TV series, *People's Political Poll*, aimed at interesting citizens in registering and voting, in 35 cities last week.

The 15-minute weekly film series, to run for six weeks, consists of street corner interviews in communities across the country in which people are asked their Presidential choice and reasons for their pick. Program is the second national TV program sponsored by the CIO.

Henry Zon, publicity director for CIO-PAC, said the total cost for the two 15-minute filmed programs amounts to $200,000. He listed the cost of each *People's Political Poll* at $5,500 and each *Issues of the Day* at $3,500. Time costs are borne by local trade unions' councils where films are presented. Henry J. Kaufman & Assoc., Washington, is placing programs.

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating. Rapid service.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . .
It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

Grants, Applications Filed

(Continued from page 58)

Ch. 18 (494-500 mc); ERP 58.3 kw visual, 32.8 kw aural, antenna height above average terrain 783 ft., above ground 324 ft. Estimated construction cost $236,270, first year operating cost $144,000, revenue $192,000. Application is amendment of earlier application of **Corning Leader Inc.** for same facilities and there are no changes in engineering portion [B•T, July 7], but change involves merger of two interests in one TV bid. **Corning Leader Inc.**, 51% owner of applicant, is under same ownership as WCLI-AM-FM Corning and WELM Elmira. **Elmira Star-Gazette Inc.**, 49% owner of applicant, is operator of WENY Elmira and applicant for uhf Ch. 24, which is to be dismissed [B•T, June 2]. Principals in El-Cor Television include President **Edwin Stewart Underhill Jr.**, treasurer-50% owner Corning Leader Inc. and president-50% owner Elmira-Corning Bcstg. Corp. (licensee WCLI-AM-FM and WELM) and director First National Bank and Trust Co., Corning; Director **William Allen Underhill**, president-50% owner Corning Leader Inc. and director-50% of Elmira-Corning Bcstg. Corp.; Vice President **Paul Miller**, director of AP and executive assistant to **Frank E. Gannett** of Gannett Co. (parent firm of newspaper and radio interests); Secretary **Walter Valerius**, vice president-general manager Elmira-Corning Bcstg. Corp.; Treasurer **Thomas V. Taft**, assistant treasurer-general manager of Elmira Star-Gazette Inc. City priority Group A-2, No. 81.

FARGO, N. D. — Red River Valley Television Corp. (KFGO Fargo and KVOX Moorhead, Minn., each own 50%), vhf Ch. 13 (210-216 mc); ERP 58.1 kw visual, 34.8 kw aural; antenna height above average terrain 279 ft., above ground 307 ft. Estimated construction cost $199,000, first year operating cost $160,800, revenue $165,000. Post Office address 51 Broadway, Fargo. Studio and transmitter location approx. 9 mi. S of Fargo on Hwy. 81. Geographic coordinates 46° 43′ 05″ N. Lat., 96° 48′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd; Krieger & Jorgensen, both Washington. Consulting engineer Commercial Radio Equipment Co., Washington. **KVOX Bcstg. Co.** (KVOX Moorhead, Minn.) and **Northern States Bcstg. Co.** (KFGO Fargo) are each 50% owner of applicant. Principals in Red River Valley Television Corp. include President **E. J. McKellar**, president and owner of 512 sh of total 1,000 sh in KVOX and owner of E. J. McKellar Co., Fargo; Vice President **W. R. Haggart**, president - 9.3% owner of KFGO, 66% owner Northern Transit Co., 90% owner Haggart's Service Inc.; Secretary-Treasurer **Charles G. Burke**, secretary-treasurer and general manager and 1% owner KFGO; Director **George E. Haggart** (brother of W. R. Haggart), 23.4% KFGO, 24.5% owner Haggart Construction Co. and 33% owner Northern Transit Co.; Director **J. D. Farnham**, vice president-21.7% owner KFGO, president-general manager of Dakota Electric Supply Co., Fargo; Director **D. J. Campbell**, secretary-treasurer and 9.5% KFGO, manager-secretary-treasurer and 50% owner O. J. deLendrecie Co., Fargo department store, president of Campbell Co., Stevens Point, Wis., department store; Director **William Stern**, owner 24 sh in KVOX, president of Dakota National Bank, Fargo; Director **Leo Johnson**, owner 40 sh KVOX and owner Leo Johnson Furniture Co., Moorhead; Director **Franklin J. Van Osdel**, owner 12 sh KVOX and Fargo attorney. Northwest Products Corp., Fargo, owns 14.1% of KFGO. **Campbell Investment Co.**, Fargo, owns 13.4% of KFGO. **J. J. Bowers**, Fargo, real estate agent, owns 10% of KVOX. City priority Group A-2, No. 114.

YOUNGSTOWN, Ohio—Valley Television Co., uhf Ch. 21 (512-518 mc); ERP 210.2 kw visual, 105.1 kw aural; antenna height above average terrain 490 ft., above ground 550 ft. Estimated construction cost $297,500, first year operating cost $360,000, revenue $450,000. Post Office address 3121 Market St., Youngstown 5. Studio and transmitter location Midlothian Blvd. between Zedaker & Shady Run, Youngstown. Geographic coordinates 41° 03′ 43″ N. Lat., 80° 38′ 07″ W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George P. Adair, Washington. Principals include President - Treasurer, **Albert B. Wagner** (86.4%), president and 98% owner of Al Wagner Motor Sales Inc. and Coulbourn Motors Inc., president and 87.5% owner Bell Finance Co.; **Walter H. Dietz Jr.** (8%), sales manager of WBBW Youngstown; Secretary **Florence A. Smith** (0.08%); **Warren E. Grant** (0.08%), attorney; **John Cherpack Jr.** (4%), president-chief engineer and one-third owner WBBW and president-chief engineer WATG Ashland, Ohio. Grant of Ch. 21 at Youngstown to Polan Industries was announced Monday. City priority Group A-2, No. 5.

GREENVILLE, S. C.—Piedmont Radio Co., uhf Ch. 23 (524-530 mc); ERP 21.53 kw visual, 10.77 kw aural; antenna height above average terrain 847 ft., above ground 148′ 8″. Estimated construction cost $107,900, first year operating cost $100,000, revenue $150,000. Post Office address Greenville, S. C. Studio and transmitter location State Highway 291 on Paris Mt., near Greenville. Geographic coordinates 34° 55′ 05″ N. Lat., 82° 23′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel T. Julian Skinner Jr., Jasper, Ala. Consulting engineer William E. Benns Jr., Washington, D. C. Principals include President-Treasurer **T. Julian Skinner Jr.** (25%), partner in Bankhead & Skinner (Jasper, Ala., law firm); Vice President-Secretary **W. E. Benns Sr.** (48%), in charge of plant maintenance and improvement and 20% stockholder of WVOK Birmingham, Ala.; **Rowland Sheppard Oliver** (27%), employed by U. S. Dept. of Agriculture and owner of a tobacco farm in Dillon County, S. C. City priority Group A-2, No. 68.

NASHVILLE, Tenn.—Volunteer State Bcstg. Co. (WMAK), vhf Ch. 8 (180-186 mc); ERP 55.4 visual, 33.2 kw aural; antenna height above average terrain 663 ft., above ground 537 ft. Estimated construction cost $253,792, first year operating cost $250,000, revenue $300,000. Post Office address Maxwell House, Nashville. Studio and transmitter location 3305 Nevada Ave., Nashville. Geographic coordinates 36° 08′ 56″ N. Lat., 86° 49′ 35″ W. Long. Transmitter and antenna RCA. Legal counsel Frank M. Farris, Nashville. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Frank W. Mayborn** (75%), president and controlling stockholder of KTEM Temple, Tex., and president-controlling stockholder of newspaper publishing firms in Temple and Sherman, Tex.; Vice President-Treasurer **Frank M. Farris Jr.** (25%), president and 100% owner of WLAY Sheffield, Ala., treasurer and 100% owner of two newspaper publishing firms in Nashville and holds offices and less than 25% stock in Nashville oil, realty, insurance firms and partnership in law firm there; Vice President **Mrs. Wythel K. Mayborn**, KTEM officer and director; Secretary **Lowe Watkins**, partner in Nashville law firm; Station Manager **Robert E. Cooper.** City priority Group B-4, No. 198.

PARKERSBURG, W. Va.—West Virginia Enterprises Inc., uhf Ch. 15 (476-482 mc); ERP 18.9 kw visual, 9.45 kw aural; antenna height above average terrain 578 ft., above ground 453 ft. Estimated construction cost $233,060, first year operating cost $225,000, revenue $225,000. Post Office address 309 Charleston National Bank Bldg., Charleston. Studio location Parkersburg, to be determined. Transmitter location Dole's Knob, near Constitution, Ohio. Geographic coordinates 39° 20′ 50″ N. Lat., 81° 33′ 46″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Frank A. Baer** (33⅓%), president and 55% stockholder of Commercial Insurance Service Inc. (Charleston, W. Va.), vice president-director of Kanawha Gauley Coal & Coke Co. (leases land to coal companies), director-executive committee member of Charleston National Bank, director of Kanawha Land Co. and Dominion Corp., realty firms; Vice President **Helen K. Baer** (33⅓%), wife of Frank A. Baer; Secretary - Treasurer **Ben K. Baer** (33⅓%), their son, junior partner in Campbell, McClintic, James & Wise (Charleston law firm). Frank A. and Helen K. Baer are each 10% stockholders and Ben K. Baer is 12½% stockholder in WTBO Cumberland, Md., also applicant for television. City priority Group A-2, No. 169.

MODIFICATIONS

WOR-TV New York—CP to change facilities of existing station to increase ERP from 9 kw visual and 11 kw aural to 316 kw visual and 158 kw aural; antenna height above average terrain 970 ft., above ground 809 ft. Estimated cost $286,000. Equipment GE. Assigned vhf Ch. 9.

WEWS (TV) Cleveland, Ohio — Scripps-Howard Radio Inc., CP change ERP from 16 kw visual and 8 kw aural to 100 kw visual and 50 kw aural; antenna height above average terrain 1,000 ft., above ground 858 ft. Estimated cost $264,000. Assigned vhf Ch. 5.

KDEN (TV) Denver—Modification of CP new TV station to change ERP from 105 kw visual and 52 kw aural to 110 kw visual and 55 kw aural; slight change in transmitter site; antenna height above average terrain 951 ft. Assigned uhf Ch. 26.

WOW-TV Omaha—Modification of CP new TV station to change name from Radio Station WOW Inc. to Meredith WOW Inc.; change ERP from 16.2 kw visual and 8.5 kw aural to 100 kw visual and 50 kw aural. Estimated cost $100,000. Assigned vhf Ch. 6.

WHUM-TV Reading, Pa. — Modification of CP for new TV station to change ERP from 260 kw visual and 134 kw aural to 261 kw visual and 136 kw aural; change transmitter location from 2.6 mi. to 2.7 mi. SSW of Summit Station, near Reading, and antenna height above average terrain from 1,780 ft. to 1,766 ft. Assigned uhf Ch. 61.

AMENDMENTS

TROY, N. Y. — Troy Bcstg. Co. (WTRY) (modification of application), change interest of **Harry C. Wilder** to 53.15%; 60 shares of his stock (0.33%) are being transferred to **Frank J. Eldred.** For application, see B•T, July 7. City priority Group B-2, No. 141.

MACON, Ga.—Macon Television Co. (modification of application), joint application for uhf Ch. 47 by WNEX and WMBL there [B•T, Sept. 15]. Amended to designate estate of Ernest Black in lieu of Mr. Black, who died Sept. 5. Filed Sept. 25. City priority Group A-2, No. 54.

ALBANY, N. Y. — Governor Dongan Bcstg. Corp. (modification of application), amended to change from uhf Ch. 23 to uhf Ch. 41 (632-638 mc), change ERP from 216 kw visual and 115 kw aural to 214 kw visual and 113 kw aural; change antenna height above average terrain from 1,081 ft. to 1,077 ft. City priority Group B-2, No. 141.

JOLIET, Ill.—Sanders Bros. (resubmitted), uhf Ch. 48 (674-680 mc), ERP 19.14 kw visual and 9.561 kw aural; antenna height above average terrain 376.88 ft., above ground 542 ft. Estimated construction cost $211,023, first year operating cost $117,296, revenue $125,000. Post Office address: 111 East Jefferson St., Joliet. Transmitter and studio location 111-117 East Jefferson, Joliet. Geographic coordinates 41° 31′ 30″ N. Lat., 88° 5′ 0″ W. Long. Consulting engineer Ben Hur Wilson, Joliet. Co-owners: **Benjamin I., Albert E.** and **Harry W. Sanders.** Trio owns Sanders Inc., retail tires, radios, TV and appliances; also Jaysons Investments Inc., real estate investments, and Top Hat Club, tavern. With Edward S. Sanders, now deceased, group owned former WKBB Joliet from 1922-1930. Earlier application, returned as incomplete, was filed in July [B•T, July 14]. City priority Group B-1, No. 129.

UHF STUDY

RTMA Unit Prepares Plan On Set Interference

WAYS of suppressing interference caused by uhf TV receivers are being developed by a special committee (R-15) of Radio-Television Mfrs. Assn. and will be submitted to FCC soon, according to Glen McDaniel, retiring RTMA president.

Replying last week to FCC Chairman Paul A. Walker, Mr. McDaniel said the committee "hopes to be in position to recommend standards for uhf receiver radiation reduction by the end of this month."

His statement was made in reply to a Sept. 17 letter from Chairman Walker. This letter showed deep Commission concern over radiation from vhf and uhf sets as well as from uhf tuners, tuning strips and external converters.

RTMA has been conducting a long-range and intensive study of the whole interference problem, Mr. McDaniel told BROADCASTING • TELECASTING. He said sets are taken into the field for measurements and then returned to manufacturers' laboratories.

The association asked all set makers to conduct tests last April. Since that time 51 of 52 manufacturers have sent RTMA data.

One of the problems in the case of uhf sets, Mr. McDaniel said, is the difficulty of making field tests in view of the infancy of uhf television and lack of operating experience. Chairman of RTMA's Committee R-15 is K. A. Chittick, RCA Victor Div.

Possibility that some Commission engineers feel manufacturers are not taking the radiation problem seriously was raised in Chairman Walker's letter.

He noted that during the last few months FCC has found "increasing evidence of problems arising out of the increased use of television receiving equipment." He reminded that FCC's notice of proposed rule making suggested a limitation of 15 mv/m at 100 feet for incidental radiations and added FCC feels that incidental radiation "must be drastically reduced."

Setting IF

The TV allocation proceedings, the chairman added, heard testimony about uhf receiver radiation, with the Commission accepting 41.25 mc as the intermediate frequency to be generally used for TV sets. This was a factor in drafting the uhf channel plan.

"The Commission is not aware of any development activity in regard to the technique of uhf receiver radiation reduction, or of any operational research to establish suitable radiation limits taking into account typical reception conditions," Chmn. Walker wrote.

He said there was special concern over uhf tuning devices which do not propose to use the standard IF. Use of non-standard tuner designs might aggravate interference to a degree that would require more effective suppression, he suggested.

Sweep circuits in TV sets also are blamed for much interference, although this effect is more local than that caused by vhf and uhf oscillator radiation. On the other hand it involves a wider range of frequencies, the chairman said.

Spurious receiver responses are worrying the FCC, he said, a problem that may become acute as the number of uhf stations increases.

Progress in suppressing vhf receiver oscillations was noted, but the chairman asked Mr. McDaniel for more up-to-date data.

Mr. McDaniel has resigned as RTMA president to return to law practice. He will serve as RTMA general counsel, effective Oct. 1. James D. Secrest, general manager, becomes RTMA executive vice president with A. D. Plamondon Jr., both president and board chairman [B•T, Sept. 22].

XUM

ADVERTISEMENT

Telecasting and Broadcasting

EQUIPMENT

ON THE FOLLOWING PAGES:

TV and AM equipment items

. . . made by leading manufacturers

and distributed by Graybar

Offices and warehouses in over 100 principal cities

in our 83rd year

To get you on the air... and KEEP YOU THERE– that's Graybar's job

Here's a different kind of "package"– a *complete* package that puts you on the air with efficient, well-engineered equipment in the shortest possible time.

It's the big reason why it pays to call Graybar *first* for broadcasting equipment of any type. Based on more than 25 years experience in supplying the needs of the broadcasting industry, Graybar's services help you save both time and money.

- You get the planning help of experienced Graybar Broadcast Equipment Representatives – expert advice on the selection, operation, and maintenance of your facilities . . . plus, if you desire, a complete packaged proposal covering all of the electronic equipment items you require.
- You select from among the nation's outstanding product lines – dependable equipment you know and respect.
- By planning ahead, you take advantage of reliable, on-schedule deliveries – made wherever possible from a near-by Graybar warehouse.
- You get the extra "satisfaction insurance" that's automatic when you deal with Graybar's employee-owners.

Whatever your TV or AM requirements, call Graybar first – it's the easy way to get everything electrical *when* and *where* you need it.
Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, New York.

268-19

EVERYTHING ELECTRICAL FOR TV OR AM . . .

via Graybar

★ Cuts timing errors 50% ★ Reduces pitch changes ★ Splice-free

It's the new "Scotch" brand dry-lubricated magnetic tape on the new 7" professional reel!

NEW LARGE HUB on the 7" professional reel reduces tension change as tape is spooled off, resulting in a 50% reduction in timing errors. The new hub has a diameter of 2¾" compared with the 1¾" diameter of standard 7" reels. Thus it has approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel. Another feature of this new reel is the single small threading slot, which minimizes mechanical distortion of the layers of tape nearest the hub.

★ A new, improved tape for this new, improved reel!

- **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping . . . a completely dependable tape that turns in a flawless performance in almost any condition of heat or humidity!
- **100% SPLICE-FREE!** Tape supplied on the 7" professional reel is guaranteed to be completely free of splices.
- **GUARANTEED UNIFORMITY!** Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.

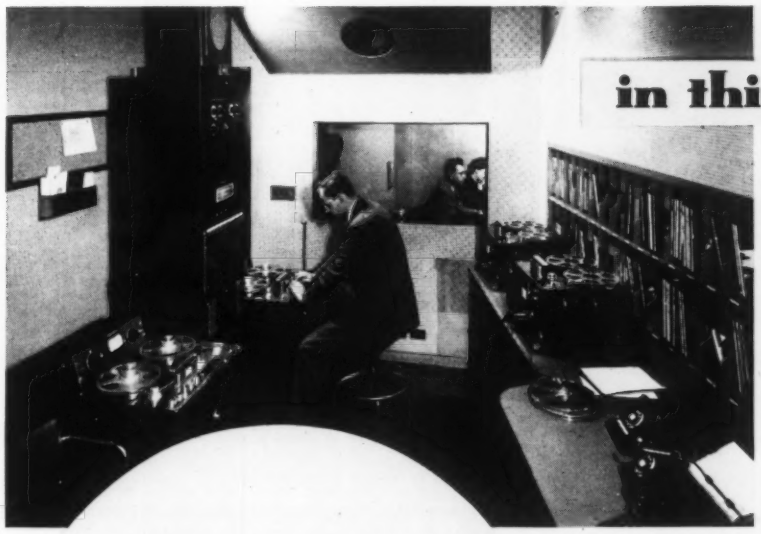
REG. U.S. PAT. OFF.
SCOTCH BRAND
Magnetic Tape

See your distributor for a supply of 7" professional reels and new dry lubricated tape!

3M COMPANY

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

EVERYTHING ELECTRICAL FOR TV AM via GraybaR



in this room...

there's no room for doubt

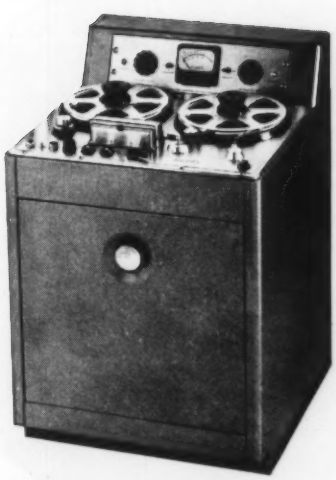
There can be no room for doubt in the continuity and fidelity of your broadcast. Precisely the reason you demand — and get — the best in transmitting and studio equipment.

Nor should you compromise with quality in the tape recorder you select.

In AMPEX Recorders you will find the same matchless reliability and performance you expect of your transmission equipment... and for the same reason — they are engineered to the highest *professional* standards.

AMPEX
brings you these cost-saving operating advantages:

- **UNINTERRUPTED SERVICE**
  Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.
- **MINIMUM "DOWN TIME"**
  AMPEX Recorders are designed for thousands of hours of continuous operation with minimum "down time," resulting in low maintenance costs and protection from sudden broadcast failures.
- **ACCURATE TIMING**
  AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.
- **HIGHEST FIDELITY**
  Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.
- **LONG LIFE**
  AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.



IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY

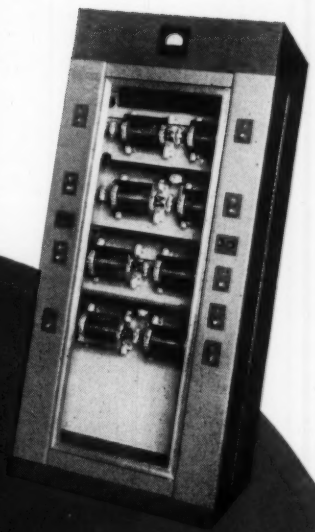
AMPEX

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

EVERYTHING ELECTRICAL FOR TV OR AM...
via GraybaR

The CONTINENTAL Type 315 Transmitter, at left, offers a deluxe design for 5 KW AM operation. It has many features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional

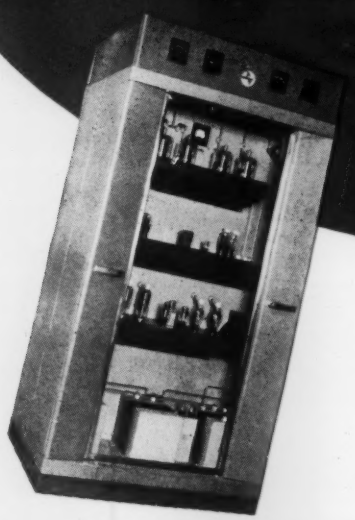


The Phasing Control and Power Divider Unit, at right, is custom designed to fulfill individual station requirements. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

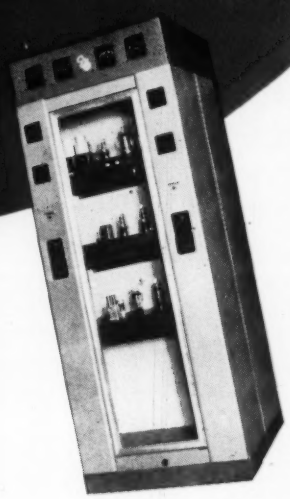
FOR BROADCASTING EQUIPMENT ABOVE AND BEYOND THE USUAL STANDARDS

Continental

IS THE NAME TO REMEMBER



A recent addition to the CONTINENTAL line is the Type 314-2 1 KW AM Transmitter, at left. Simplicity of design and operation has been achieved without sacrifice of refinement features found in larger equipments. All aluminum [illegible] design incorporates Transview styling with functional features affording maximum accessibility, shielding, and circulation of air for cooling.



Latest CONTINENTAL creation is the new Type 312 250-watt Transmitter, at right, which combines exceptionally fine performance with extreme simplicity. It has the same style of cabinet as the Type 314-2 with attendant features.

EVERYTHING ELECTRICAL FOR TV OR AM ..

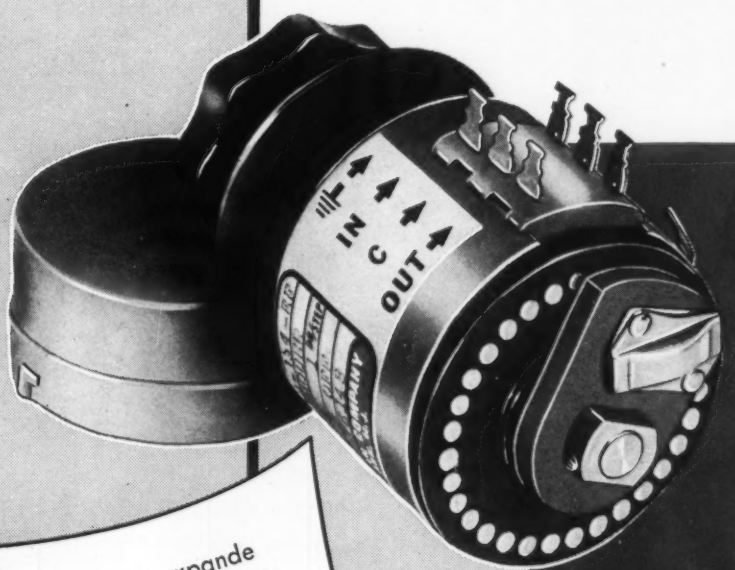
via GraybaR

XUM

THESE ARE THE

REASONS

WHY DAVEN IS THE LEADER IN THE AUDIO ATTENUATOR FIELD



1. "KNEE-ACTION" ROTOR . . . gives positive contact and low contact resistance under all conditions.
2. BRASS CASE OF 2-PIECE CONSTRUCTION . . . gives excellent shielding and allows more compact equipment design.
3. "LOCK-TITE" DUST COVER . . . designed to withstand severe vibration and at the same time allow easy accessibility.
4. ENCLOSED ROLLER-TYPE DETENT MECHANISM . . . gives positive indexing, but does not increase depth of unit.
5. LOW-LOSS MOLDED TERMINAL BOARD . . . has high resistance to leakage.

LA-150 Series,
Ladder Network
30 Steps, 1¾ Diameter

Greatly expande production facilities enable Daven to make delivery from stock on a large number of standard attenuator types.

Write for complete catalog data.

THE DAVEN CO.

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

173 Central Ave., Newark 4, N.J.

EVERYTHING ELECTRICAL FOR TV OR AM . . . via GraybaR

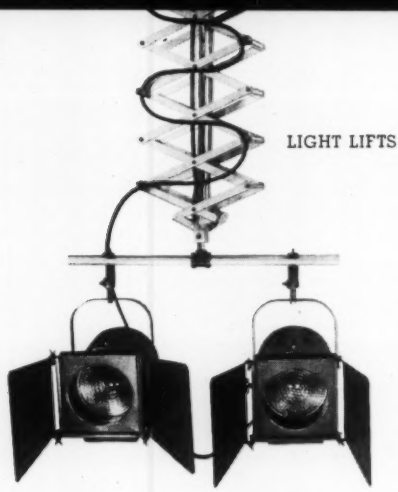
the most
advanced
equipment for
television
studio lighting
is made by

CENTURY

your Graybar
representative
will supply
you with
complete literature
upon request

CENTURY LIGHTING, INC.
521 WEST 43RD STREET,
NEW YORK 36

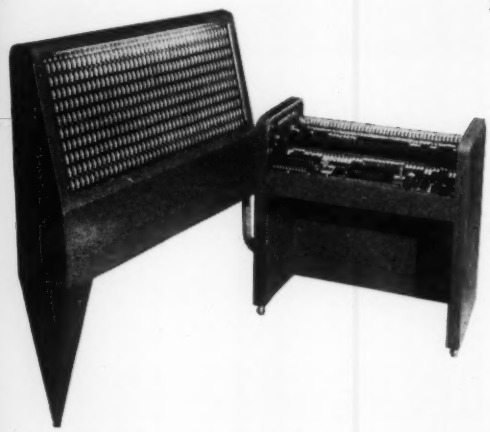
626 NORTH ROBERTSON
BOULEVARD,
LOS ANGELES 46



LIGHT LIFTS

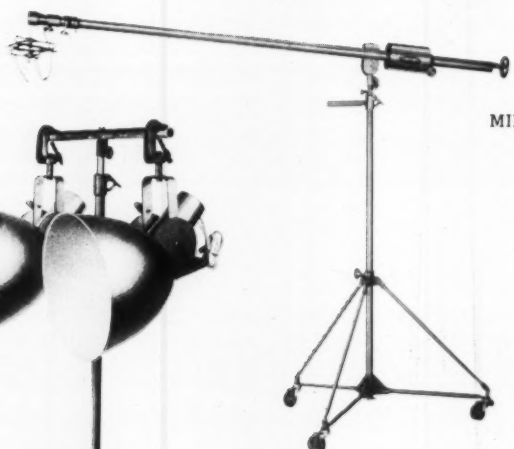
FRESNELITES

REMOTES

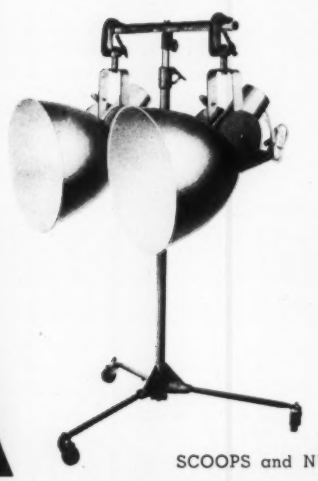


C-I BOARD: all-electronic control system

FEATHERLITES



MIKE BOOM



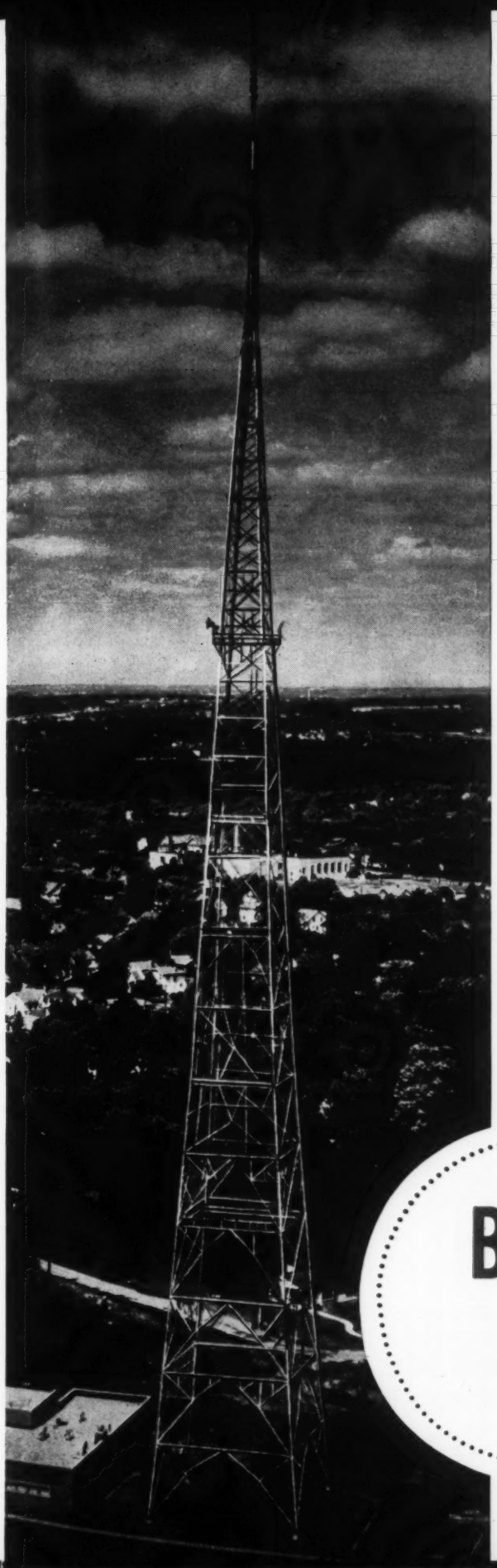
SCOOPS and NUMO-CHEK STANDS

EVERYTHING ELECTRICAL

TV AM

via GraybaR

XUM

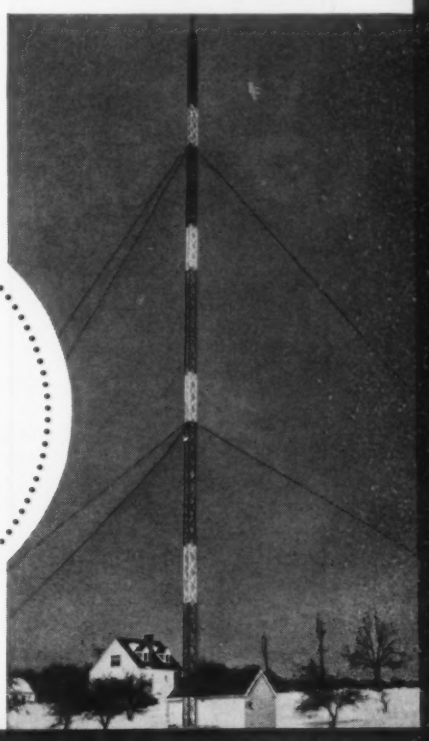


Look to Graybar for the best in TV equipment

Inside and Out!

It's just good common sense to match that fine transmitter equipment in your station with the best possible tower available in both guyed and self-supporting types. In heights to 1000 feet (or higher), you can select the Blaw-Knox tower that will insure maximum coverage. Soundly designed and sturdily constructed, with a minimum of deflection, these towers are engineered to provide the highest safety factor regardless of location. Heavy galvanizing gives longer life at lowest maintenance cost.

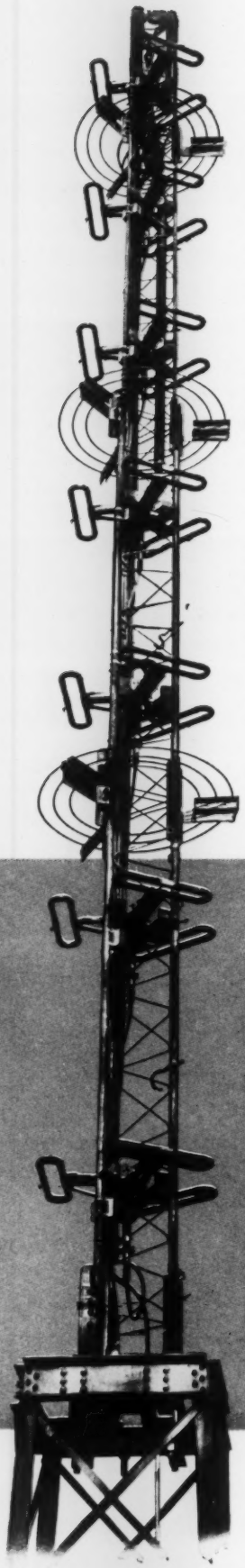
For over 30 years Blaw-Knox has been building towers that are considered the standard of comparison throughout the world. The result of this experience is yours for the asking . . . Graybar can furnish capable engineering assistance in selection of the right tower for your facilities.



BLAW-KNOX
Antenna
TOWERS

EVERYTHING ELECTRICAL FOR TV OR AM . . .

via Graybar



One TV

...everything you need for the finest Station and Studio facilities... including Mobile Units and Microwave Radio Relay Links

Mobile TV Pick-Up Unit

A new design in Mobile Television Units. Over-all size carefully chosen for optimum maneuverability combined with spacious, efficient interior layout. Completely equipped with provisions for dual field camera chain and portable microwave link. Air-conditioned, attractive in appearance, yet moderate in cost, FTL's Mobile Unit is outstanding in every respect.

Microwave TV Links

For Studio-Transmitter Link, Inter-city Relay and Remote Pick-ups. Ground-mounted antennas, unattended automatic operation and advanced circuitry provide most widely accepted unit for this service. High-power output and crystal control provide maximum circuit dependability. Sound Channel Equipment —an exclusive FTL development—permits multiplexing audio and video.

Highest Gain Antennas for Channels 7-13. Sixteen-loop array provides maximum ERP with only 25 Kw r-f power and single transmission line. Simplified structure reduces tower and erection costs. For better over-all coverage, new phasing system eliminates minor lobe nulls... provides high field strength in primary service area. One of the greatest new advances in VHF antennas.

EVERYTHING ELECTRICAL FOR TV AM

via GraybaR

XUM

package from *Federal*

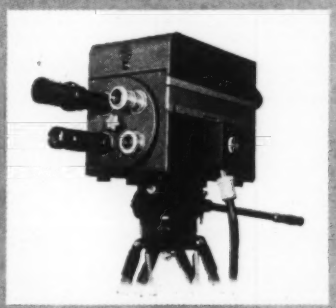


Image Orthicon Cameras

For Studio, Field and Film. Improved performance, utmost dependability and greatest flexibility for all three program sources. Highest quality pictures and smooth operation with as many as four cameras for superior results. Interchangeability of units results in maximum facilities, reduced spares and other economies. Extensive accessories available for studios of all sizes.

"Poly-Efex" Scanner

Federal's outstanding innovation for the best in television programming. Provides 4-channel video switching for its two self-contained slide sources, *plus* any two external signals. Permits an untold variety of special effects, montages, superpositions, wipes, 3-speed automatic or manual lap dissolves and fades—all with a *single* operator. Forms the operating heart of the TV station.

VHF and UHF Transmitters

Modern, high-efficiency VHF transmitters with outputs of 1, 5, 7.5 and 25 Kw, and UHF transmitters of 1 and 10 Kw. Proven design and performance features include: "mid-level" modulation, broad band r-f circuits, long life, and low costs. Supplied with Master Control Console. Sideband filters, dummy loads and all auxiliary monitoring equipment also available.

Packaged Television Stations . . . every need for complete station equipment supplied by a single, dependable source . . . Federal Telecommunication Laboratories. FTL's outstanding facilities for TV research, design, engineering, and manufacturing offer the flexibility essential to today's wide range of telecasting requirements.

Here is the answer to getting on the air with economy and speed. Here is the answer to *all* studio, station, and remote equipment needs . . . providing unsurpassed quality and performance . . . *plus* a broad margin of versatility for the most advanced program techniques.

When you are on the air with Federal TV you can be sure there is no sounder way to invest your television dollar.

When you buy Federal TV you buy the pioneering achievements, the decades of research and development experience, and the patent resources of the world-wide IT&T System!

FEDERAL TELECOMMUNICATION LABORATORIES — FTL — AN IT&T ASSOCIATE

Distributed by GraybaR ELECTRIC COMPANY

Federal Telecommunication Laboratories, Inc.

500 WASHINGTON AVENUE • NUTLEY, NEW JERSEY

Canadian Distributor: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributor: International Standard Electric Corp., 67 Broad St., New York .

EVERYTHING ELECTRICAL FOR TV OR AM... via GraybaR

Stay ON THE AIR WITH THESE QUALITY PRODUCTS

TIREX MICROPHONE CORD

- A light, extremely flexible microphone cord. It has been an industry standard since the early days of radio. Widely known for its ability to withstand abuse. Smooth jacket will not catch on stages or sets.

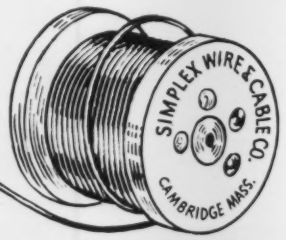
TIREX PORTABLE CORDS

- A very tough, extremely flexible cord for a great variety of uses. Frequently used in connection with portable lights and with banks of overhead lights. Jacket is special neoprene compound that will withstand toughest service.

SIMPLEX ANHYDROPRENE

- For power distribution, panel board wiring and for signal service. Has a thin jacket of neoprene in place of fabric braids. Jacket is colored for circuit identification. Will operate satisfactorily at temperatures up to 167°F.

For these and many other Simplex wires and cables see your local Graybar branch. If they do not have them in stock they can get them for you quickly.



SIMPLEX WIRE & CABLE CO.

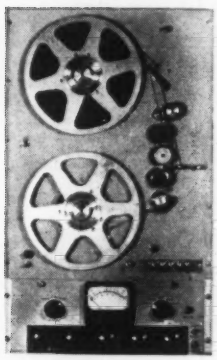
MANUFACTURERS

79 SIDNEY STREET — — — CAMBRIDGE 39, MASS.

EVERYTHING ELECTRICAL FOR TV AM

via GraybaR

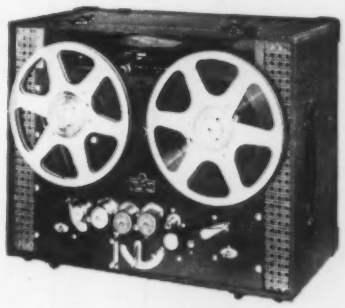
8 reasons why engineers everywhere select PRESTO above all others



TAPE RECORDERS

PRESTO RACK MOUNTED RC-10/24

Rack-mounted recorder with 10½" reel capacity. Has solenoid actuated brakes on a three-motor drive system. Torque motors make tension clutches unnecessary. Fast forward and rewind speeds. Three heads for erase, record, reproduce.

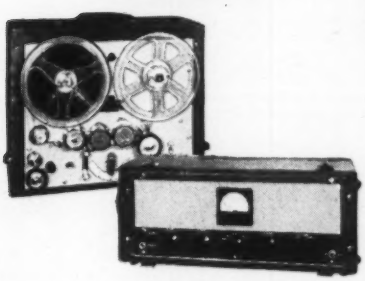


PRESTO PORTABLE RC-10/14

The ideal super-quality portable unit. Basically the same as the model RC-10/24. Rotary deck type selector control. Speeds of 7½"/sec. and 15"/sec. giving wide frequency response.

PRESTO PORTABLE PT-920

PRESTO's new addition to the tape family. Succeeds the popular PT-900—and costs less. Exceedingly compact with 10 watt amplifier, 2 speakers and amplifier in one case. Fast forward and rewind speeds, 3 motors, no friction clutch or tension adjustments.



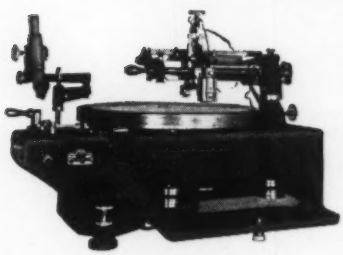
PRESTO TAPE REPRODUCER TL-10

Most amazing development to hit the recording field in years. Makes any standard 16" turntable quickly adaptable to tape. Turntable acts as motor; speeds of 7½"/sec. and 15"/sec. Plugs into standard studio speech input equipment; no preamplifier required.

DISC RECORDERS

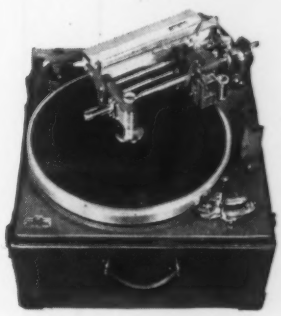
PRESTO STUDIO CONSOLE 8 D-G

Designed to cut the finest instantaneous and master recordings. Has radial cantilevered overhead requiring no turntable contact. 1-D cutting head. Direct gear drive and twin motors. Selection of 8 different feed pitches in each direction, including 250 lpi microgroove.



PRESTO PORTABLE 6-N

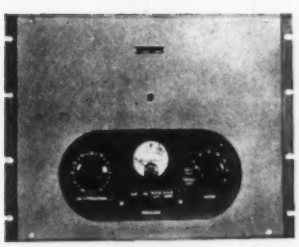
World favorite! Unusual reliability under all recording conditions. Low mechanical noise level. Speed accuracy excellent at 78 and 33⅓ rpm. Equipped with 1-D cutting head. Microgroove attachment available at extra cost.



RECORDING AMPLIFIERS

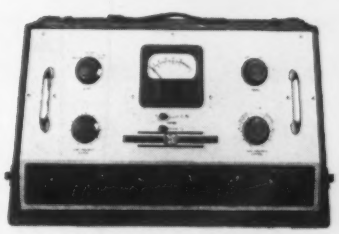
PRESTO 92-B

PRESTO's famous 60 watt recording amplifier for rack mounting. Removable front panel makes maintenance easy. Selector switch and one meter indicate output level and tube plate currents. Push-button selector for recording characteristics. Response: 20 to 17,000 cps.



PRESTO PORTABLE 90-B

Qualities of high fidelity studio console but portable, with complete facilities for remote operation. Distortion of less than 1.5% at maximum output. Equalizers for flat, NAB 33⅓ rpm, phono, NAB playback and automatic .3 microphone input with mixer and master gain control.



PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y. Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

EVERYTHING ELECTRICAL FOR TV OR AM... via GraybaR

....TO KEEP YOU O

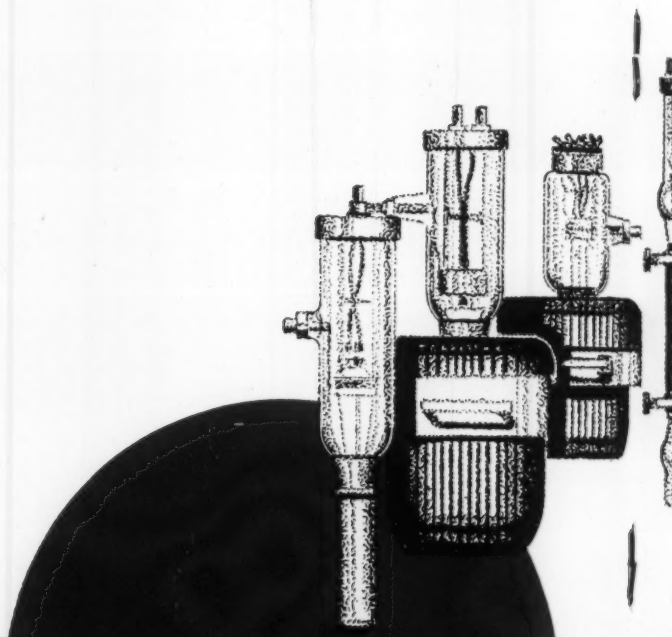
with RELIABILITY

Graybar's selection of the Machlett line of transmitting tubes is its best assurance to you of "keeping you on the air."

The Machlett line of broadcast tubes is designed and produced to satisfy the needs of all broadcasters —AM, FM and TV —and to provide reliable, low cost operation at all power levels up to the very highest.

Manufactured by Machlett Laboratories, Incorporated, specialists in electron tube design and production for over 50 years, these tubes incorporate all the techniques and skills which have been inherently a part of Machlett Laboratories since 1897.

This established quality, coupled with the added advantage of immediate availability made possible by Graybar's widespread distribution system, guarantees Graybar's pledge —"to keep you on the air."



TUBES FOR AM BROADCAST SERVICE

Final Stage Amplifiers, Modulators, Drivers, and Rectifiers—Incorporating Machlett improvements in design and processing—For reliable, low-cost-per-hour operation.

EVERYTHING ELECTRICAL FOR TV AND AM...

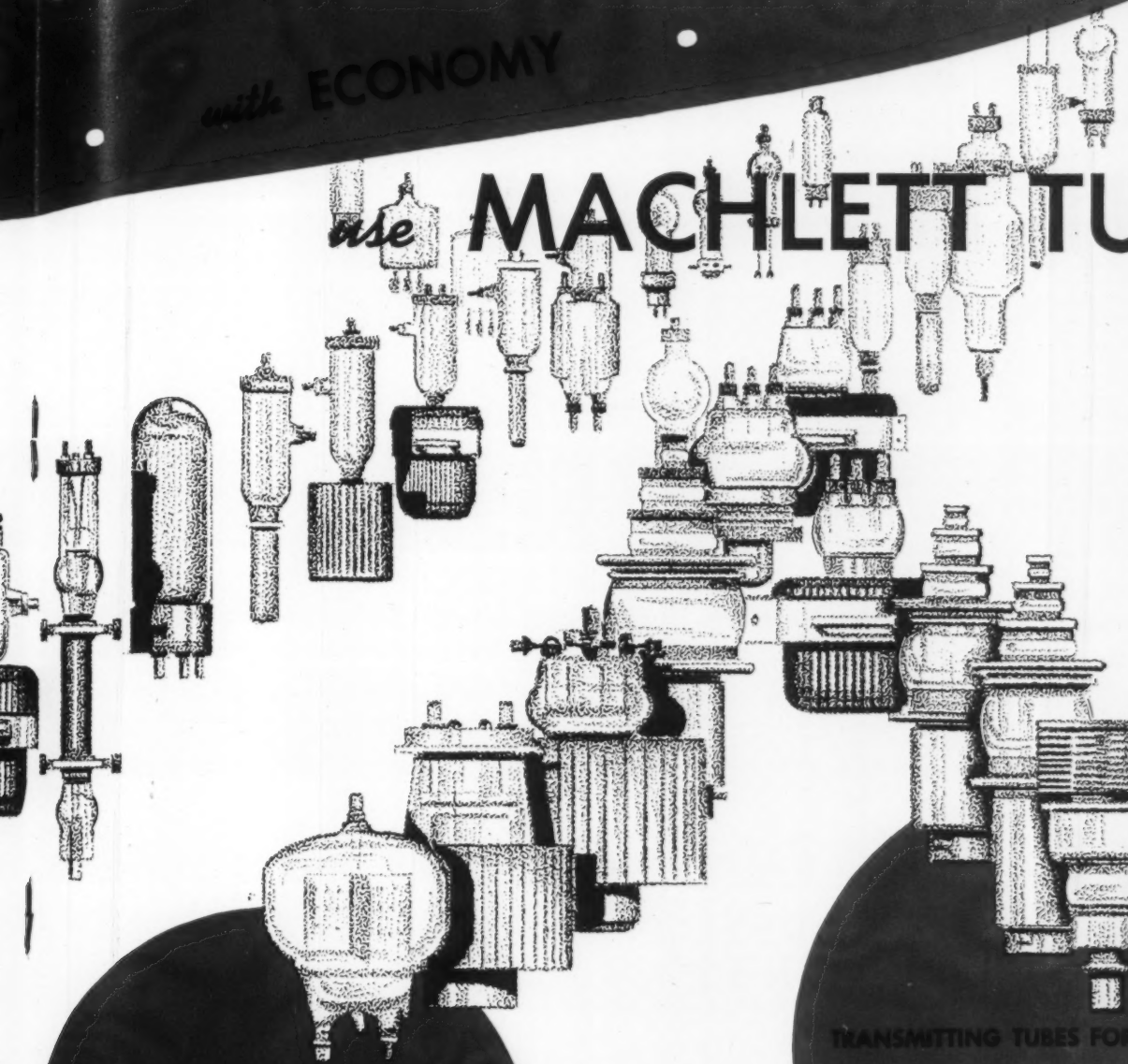
via GraybaR

XUM

ON THE AIR....

with ECONOMY

use MACHLETT TUBES



FM BROADCAST TUBES

1, 3, 10 and 50 Kilowatt Amplifiers as well as Drivers and Rectifiers — Tubes for a broad range of power requirements— With Machlett advances in construction for top performance in high-frequency service.

TRANSMITTING TUBES FOR TV SERVICE

Very-High-Power Single-Tube Amplifiers for VHF Channels—Featuring: coaxial, compact, high-efficiency design; sturdy, close-tolerance construction; and Machlett-developed, special processing techniques—Providing: minimum cost, reliable performance in high-power, high-frequency service.

EVERYTHING ELECTRICAL FOR TV OR AM...

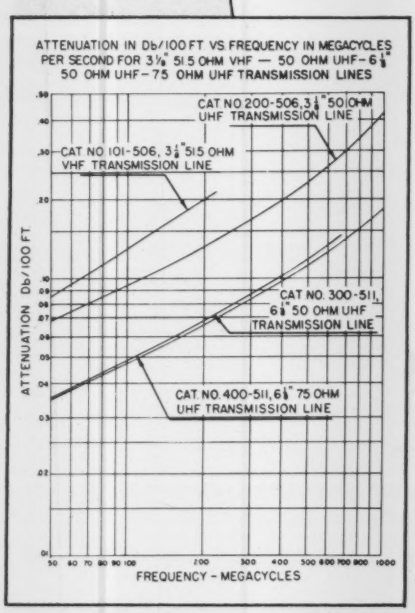
via Graybar

TRANSMISSION LINES AND ASSOCIATED APPARATUS

by

Communication Products Company, Inc.

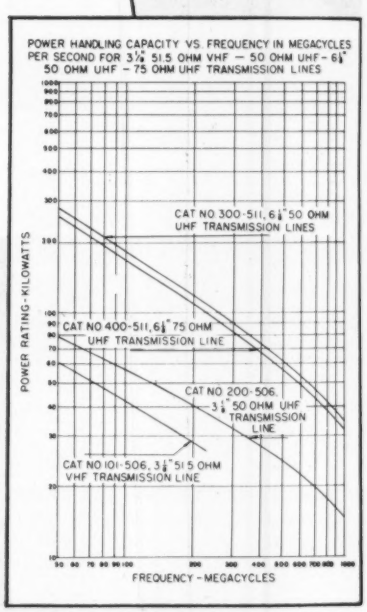
—for AM, FM and TV!


ATTENUATION IN Db/100 FT VS FREQUENCY IN MEGACYCLES PER SECOND FOR 3⅛" 51.5 OHM VHF — 50 OHM UHF-6⅛" 50 OHM UHF-75 OHM UHF TRANSMISSION LINES
CAT NO 200-506, 3⅛" 50 OHM UHF TRANSMISSION LINE
CAT NO 101-506, 3⅛" 51.5 OHM VHF TRANSMISSION LINE
CAT NO. 300-511, 6⅛" 50 OHM UHF TRANSMISSION LINE
CAT NO. 400-511, 6⅛" 75 OHM UHF TRANSMISSION LINE
ATTENUATION Db/100 FT
FREQUENCY - MEGACYCLES

We recommend transmission line by Communication Products Company, Inc., because of its consistent performance over the years, its sound, practical design and generally high order of technical excellence.

New and better transmission line products by Communication Products Company, Inc., are now available or on the way for use in VHF and UHF television service.

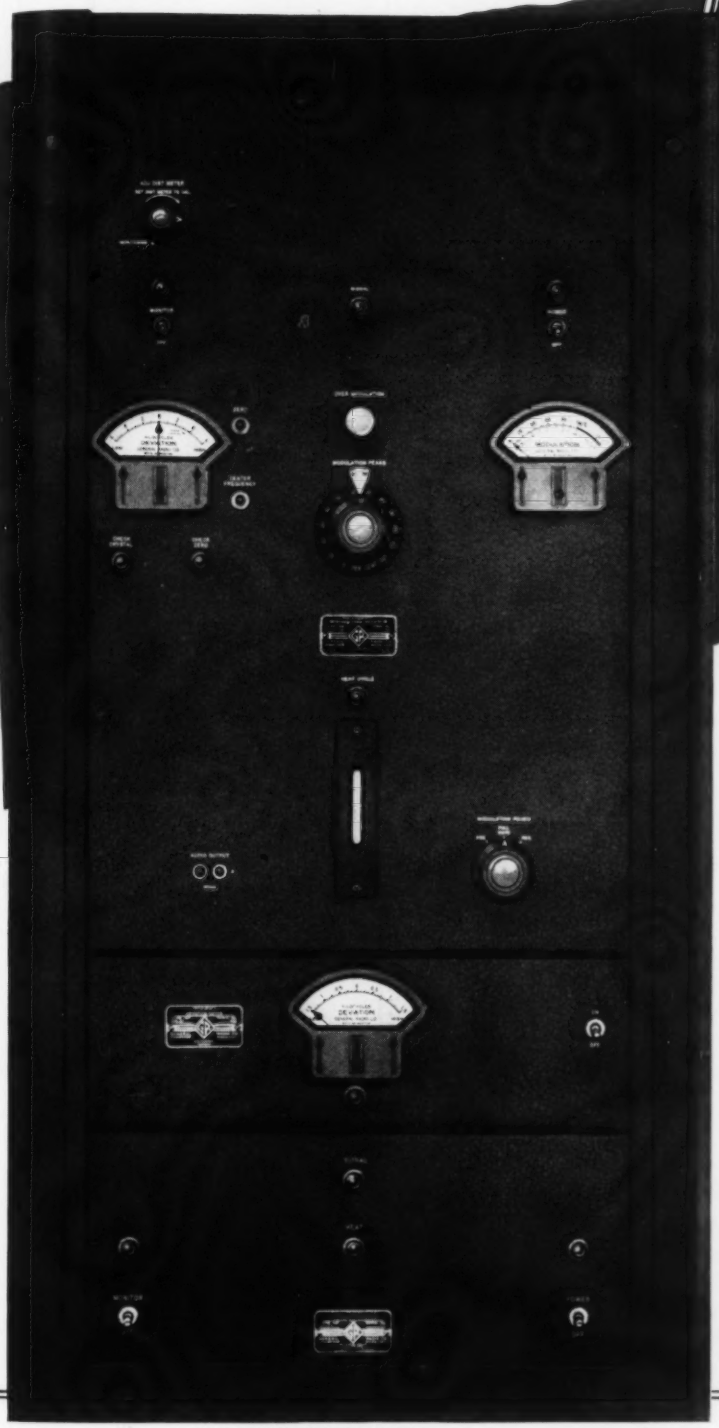
A complete line of accessories is ready. This includes new and better dehydrators and tower hardware. Attenuation values and power ratings for new types of lines intended for UHF service are given in the accompanying illustrations.


POWER HANDLING CAPACITY VS. FREQUENCY IN MEGACYCLES PER SECOND FOR 3⅛" 51.5 OHM VHF — 50 OHM UHF-6⅛" 50 OHM UHF — 75 OHM UHF TRANSMISSION LINES
CAT NO 300-511, 6⅛" 50 OHM UHF TRANSMISSION LINES
CAT NO 400-511, 6⅛" 75 OHM UHF TRANSMISSION LINE
CAT NO 200-506, 3⅛" 50 OHM UHF TRANSMISSION LINE
CAT NO 101-506, 3⅛" 51.5 OHM VHF TRANSMISSION LINE
POWER RATING-KILOWATTS
FREQUENCY - MEGACYCLES

FOR FURTHER PARTICULARS, WRITE FOR OUR BULLETIN 552

EVERYTHING ELECTRICAL FOR TV AND AM

via GraybaR



Memo to T-V Station Managers

A NEW G-R T-V MONITOR for the VHF and UHF bands Channels 2 to 83

The new G-R Type 1183-T T-V Monitor meets all requirements of the FCC, including those recently established for offset operation. It not only provides complete monitoring facilities for VHF and UHF stations in accordance with FCC specifications, it assures the quality of everyday transmissions as well. Monitoring of distortion, noise, modulation level, and video and audio carrier frequencies, with the aid of this instrument, results in the rapid detection of substandard operation. The T-V Monitor provides:

★ Continuous visual indication of aural transmitter frequency-deviation in terms of a highly stable master crystal.

★ Continuous visual indication of frequency-deviation of visual transmitter in terms of same master crystal.

★ High fidelity audio output for distortion and noise-level measurements and for audio monitoring.

★ Continuous indication of percentage modulation and an over-modulation alarm.

This instrument — the *first* UHF Monitor — is another example of the pioneering in engineering, design and workmanship which has characterized G-R monitoring equipment since the beginning of broadcasting. Stability, accuracy, ease of maintenance and operation, dependability and long life are optimum. The G-R trademark *guarantees* trouble free operation with a minimum of maintenance. Simplifications in convenience to operating personnel are a Major Feature.

Prices: From $2435 to $2535 depending on Frequency Bands

★ *Excellent signal to noise ratio through channel 83.*

★ *Large illuminated meter scales for easy operation.*

★ *Overmodulation lamp flashes when modulation exceeds level set by a dial.*

★ *Pilot lamp indicates adequate R-F input level.*

★ *Terminals are provided for connecting remote center-frequency and modulation meters and overmodulation indicators.*

★ *Separate a-c inputs for heater and monitor circuits enable direct connection of crystal oven to station stand-by power circuit.*

★ *Panel switch allows simultaneous indication on modulation meter of both positive and negative peaks, as well as choice of either peak.*

★ *New cabinet simplifies installation and removal of monitor from rack for maintenance.*

★ *Chassis arranged for maximum heat dissipation and easy servicing.*

GENERAL RADIO Company

275 Massachusetts Avenue, Cambridge 39, Massachusetts, U. S. A.

90 West Street NEW YORK 6 — 920 S. Michigan Ave. CHICAGO 5 — 1000 N. Seward St. LOS ANGELES 38

EVERYTHING ELECTRICAL FOR TV OR AM... via GraybaR

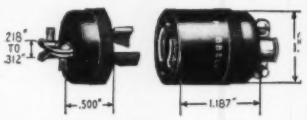
Hubbellock TRADE-MARK

Twist-Lock TRADE-MARK

BREAK OR SEAL A CIRCUIT....

A twist of the cap and it's locked....

Twist-Lock



convenient and easy to use . . .

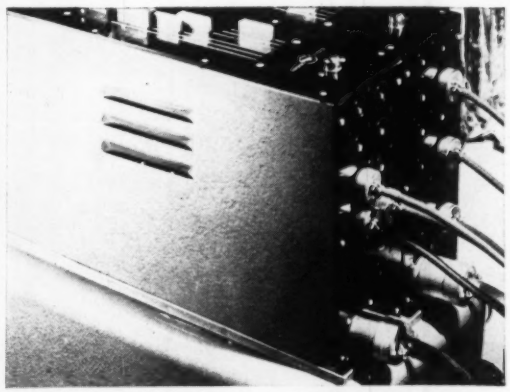
Twist-Lock devices are engineered and designed to meet a wide variety of conditions and requirements on permanent or portable apparatus, such as: motors, power outlets, audio packs, sound equipment, loud speakers, portable lights, testing equipment, and recording equipment.

Twist-Lock is manufactured in complete lines of two, three and four wire electrical locking devices — grounded and not grounded. Ratings range from 10 amperes to 50 amperes.

The unique locking principle of *Twist-Lock* connectors insures uninterrupted electrical contact regardless of vibration.

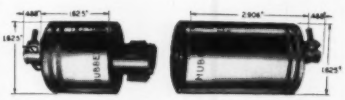
Twist-Lock has been in use for more than 23 years, serving the Broadcasting and Stage Lighting industry from coast to coast.

Twist-Lock is in use wherever trouble-free electrical connections are a necessity.



Twist-Lock devices in use on a Davis portable dimmer

for heavy duty service . . .



Hubbellock

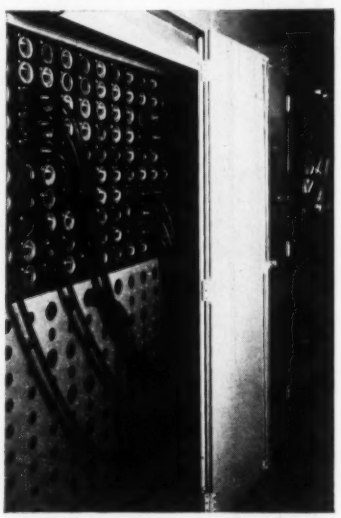
break or seal a circuit in a split second!

Connect in a split second and forget it . . . *Hubbellock* "stays put". Regardless of vibration *Hubbellock* is there to stay.

Disconnect in a split second, too . . . a simple turn . . . the spring loaded *Hubbellock* disconnects automatically.

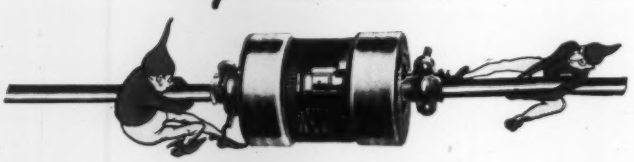
A dead front safety shutter isolates contacts, snuffs arcs and keeps out dust. Perfect contact is guaranteed by supplementary tension springs located in back of phosphor bronze contact springs. The extra heavy steel casing is plated to prevent corrosion.

Styled for performance and built for lasting service — *Hubbellock* is the ideal connector for heavy duty use.



Hubbellock in use on a stage lighting panel

They never disconnect accidentally!



LOCKING FEATURE ILLUSTRATED

Our development laboratory will cooperate with your engineers to adapt HUBBELLOCK or TWIST-LOCK to your application . . . write

HARVEY HUBBELL, INC.

BRIDGEPORT, CONNECTICUT
Dept. "H"

EVERYTHING ELECTRICAL FOR TV OR AM... via GraybaR

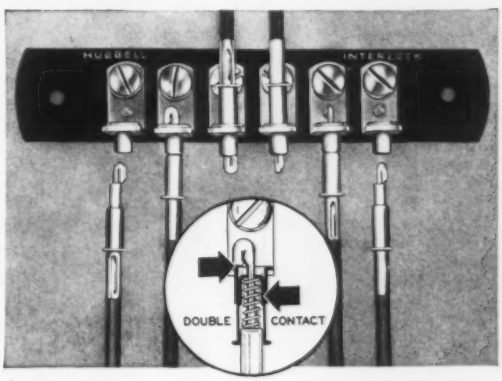
XUM

HUBBELL Interlock TRADE-MARK

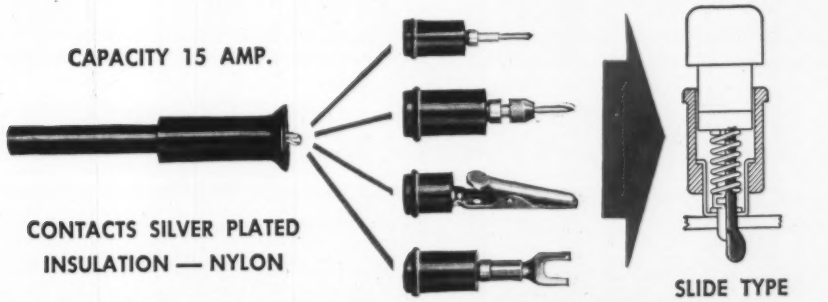
SELF LOCKING CONNECTORS

..The perfect solderless Wiring Connection!

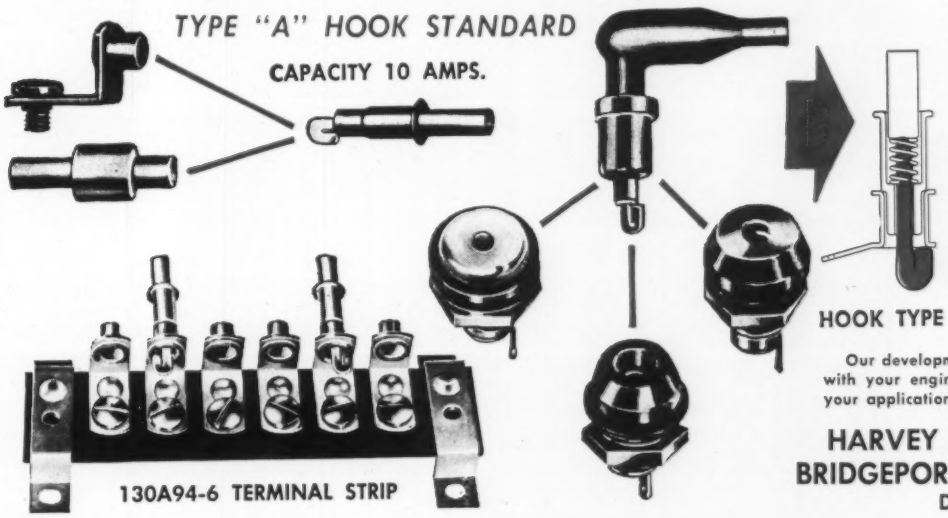
Interlock connectors are suitable for a large variety of solderless terminal connections and wiring conditions. *Interlock* features are: automatic locking action, vibration proof, pull proof, and constant low resistance. Typical uses of *Interlock* in the broadcasting and television fields are their use on test equipment, control panel boards, telephone equipment, sound effect equipment, patch cords, terminal strips, and make up boards. The test prod kit offers many valuable uses in conjunction with various testing equipment and apparatus, and is now in use in many electronic laboratories and testing departments of many manufacturers.



TEST PROD KIT *TYPE "S" SLIDE STANDARD*



TYPE "A" HOOK STANDARD



AUTOMATIC LOCKING ACTION Straight insertion locks plug to jack. Straight pull at sleeve releases plug from jack. Connector is either locked or separated, never "in-between". Life expectancy exceeds service requirements.

VIBRATION PROOF LOCK locking action is positive, and absolutely vibration and impact proof. Destruction of plastic parts leaves lock and contact unimpaired.

LOCK AND CONTACT IDENTICAL The contact parts themselves form the locking mechanism. Electrical breakdown is impossible as long as connector locks. Any failure shows at once.

HAMMERBLOW CONTACT Contact is made on protected underside of jack contact. Spring-loaded hammerblow of contact head on insertion breaks through oxide and dirt film.

COMPENSATED DOUBLE CONTACT Auxiliary contact surface on sleeve increases contact area. If contact head lifts accidentally, spring pressure on sleeve increases and contact resistance remains constant.

TRUE PRESSURE CONTACT Contact head presses against jack contact under constant coil spring pressure. Actual contact pressure is controlled within close limits. Uncertain frictional contact is eliminated.

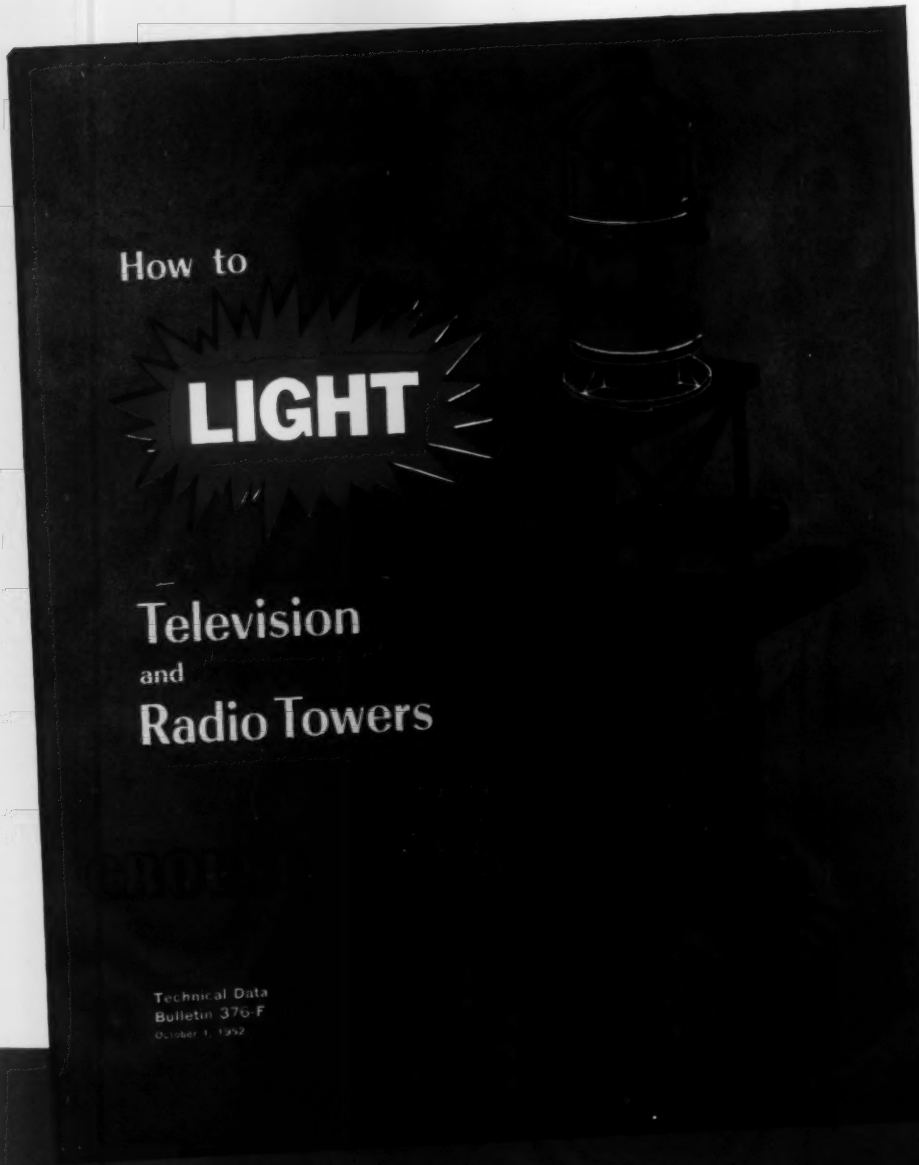
SELF ADJUSTING CONTACT If pressure or temperature cause elongation or contraction, coil spring automatically adjusts contact parts. Contact resistance remains constant.

LOW AND CONSTANT RESISTANCE Contact resistance is low in the extreme, and stays truly constant, due to unchanging coil spring pressure. Connector is permanently noiseless and crackle-free.

Our development laboratory will cooperate with your engineers to adapt INTERLOCK to your application . . . write

HARVEY HUBBELL, INC.
BRIDGEPORT, CONNECTICUT
Dept. "G"

EVERYTHING ELECTRICAL FOR TV OR AM... via GraybaR



This bulletin makes it EASY for you to plan your tower lighting

Crouse-Hinds Bulletin 376-F contains important information on tower lighting and tells you exactly what you need to do the job. There are layout drawings with complete bills of material for lighting towers of all heights. All of the information meets the requirements of FCC and CAA specifications.

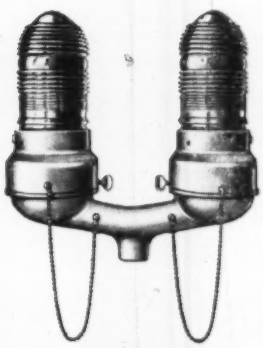
Send for your copy of this helpful bulletin today.

CROUSE-HINDS COMPANY

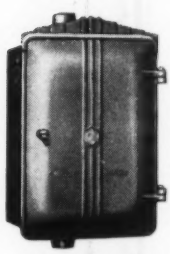
Syracuse 1, N. Y.

OFFICES: Birmingham — Boston — Buffalo — Chicago — Cincinnati — Cleveland — Dallas — Denver — Detroit — Houston — Indianapolis — Kansas City — Los Angles Milwaukee — Minneapolis — New Orleans — New York — Philadelphia — Pittsburgh — Portland, Ore. — San Francisco — Seattle — St. Louis — Tulsa — Washington.
RESIDENT REPRESENTATIVES: Albany — Atlanta — Baltimore — Charlotte — Corpus Christi — Richmond, Va.
Crouse-Hinds Company of Canada, Ltd., Toronto, Ont

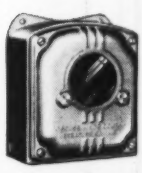
Type FCB-12
Fresnel Beacon



Type VAW
Double Marker Lights



Type TSS
Flashing Switch

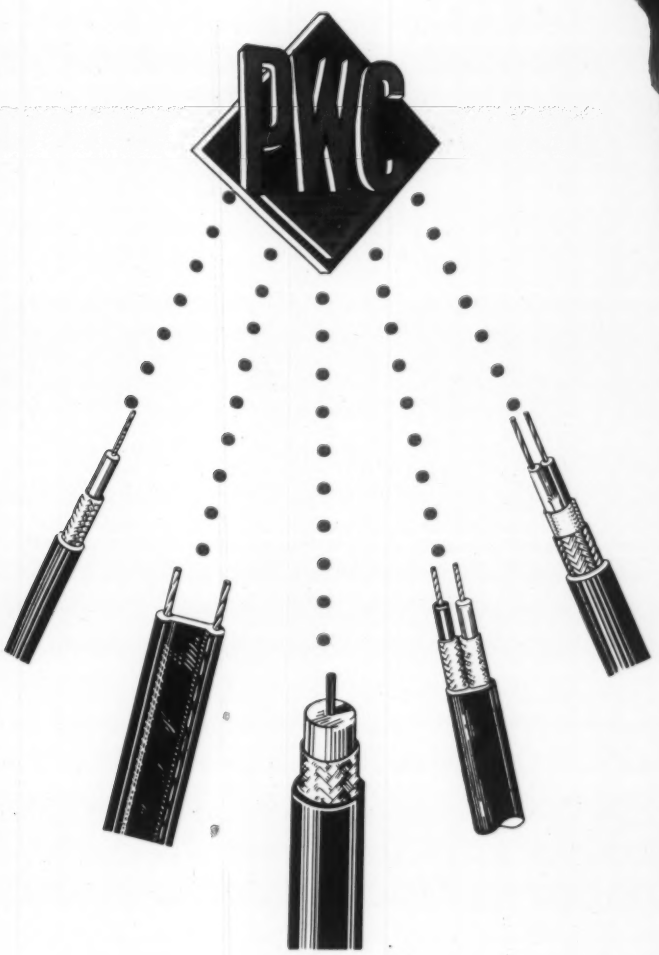


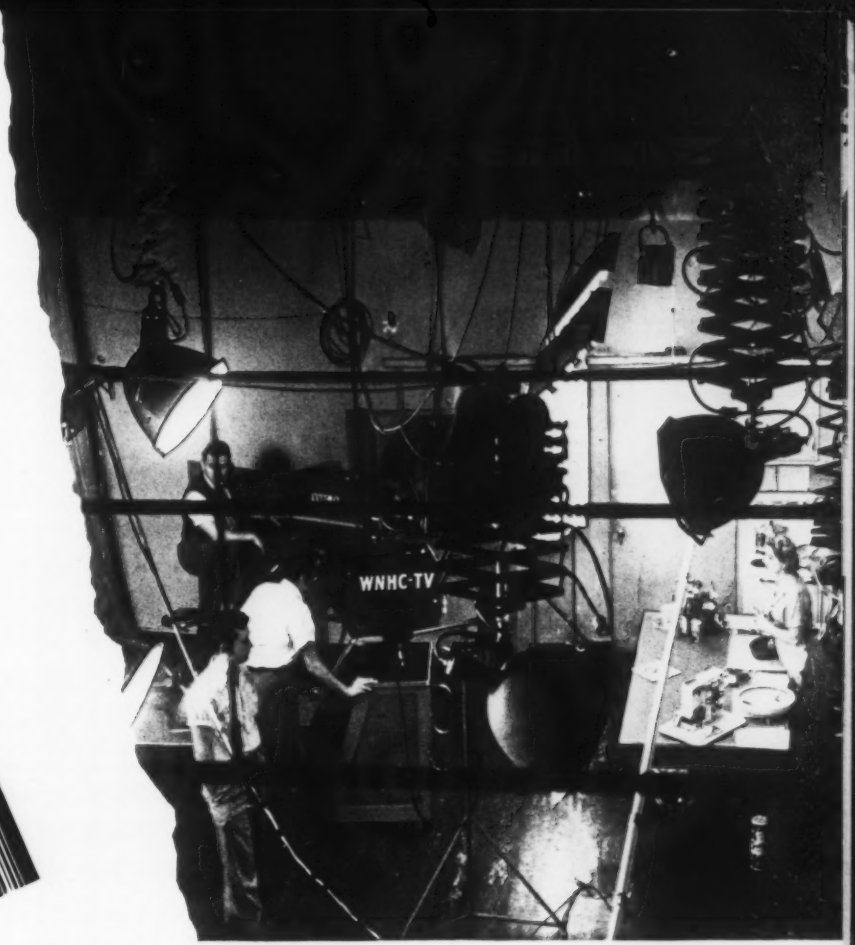
Photoelectric Control
provides automatic operation
of lighting circuits

· AIRPORT LIGHTING · FLOODLIGHTS · CONDULETS · TRAFFIC SIGNALS ·

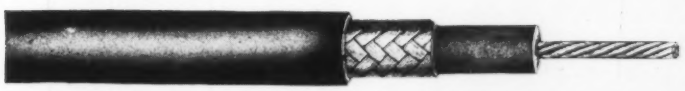
EVERYTHING ELECTRICAL FOR TV AND AM ... via GraybaR

XUM





TELEVISION WIRES & CABLES



PWC produces Microphone Cords, Coaxial Cables, and Antenna Lead-In Cables tailored for your needs by the experienced PWC Research and Development Department.

For the Broadcasting Field the highest standards are met in PWC products ranging from Hook-up Wires to complex Flexible Power, Communication and Control Cables.

Specially designed Harness Assemblies and Cord Sets to meet the most exacting requirements are also produced by PWC.

We welcome your inquiries for special or standard wiring materials.

PLASTIC WIRE & CABLE CORPORATION

JEWETT CITY, CONN.

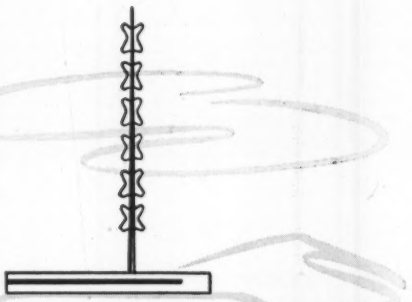
EVERYTHING ELECTRICAL FOR TV OR AM ..

via GraybaR

AURICON

16mm Sound-On-Film for TELEVISION

Distributed by GraybaR ELECTRIC COMPANY



Auricon 16mm Sound-On-Film Cameras provide ideal working tools for the production of Television Newsreels, film commercials, dramatic inserts and local candid-camera programming. Ask our distributor or write direct for free illustrated catalog.

CINE-VOICE

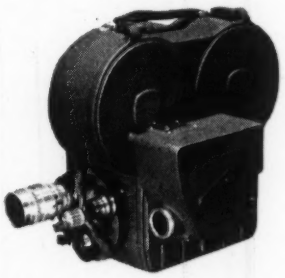
$695.00 (and up)
With 30 day money-back Guarantee

Photograph a sound track along one edge of your picture film with the Auricon "Cine-Voice" 16mm Camera. Same film cost as old-fashioned silent movies! Edit your own talking pictures on any make of 16mm sound projector.

BERNDT-BACH, INC.

7365 BEVERLY BLVD., LOS ANGELES 36, CALIF.

AURICON-PRO



- ★ 200 ft. film capacity for 5½ minutes of continuous sound-on-film.
- ★ Self-blimped for quiet studio operation.
- ★ Synchronous motor for "single" or "double-system" sound-recording.
- ★ Studio Finder shows large upright image.
- ★ $1310 (and up) with 30 day money-back Guarantee.

SUPER-1200

- ★ Two independent Finder Systems plus instant Ground-Glass Focusing through the Camera lens.
- ★ Self-blimped for quiet studio operation.
- ★ 1200 foot film capacity for 33 minutes of continuous recording.
- ★ Variable Shutter for fades or exposure control.
- ★ $4315.65 complete for 16mm sound-on-film... lenses additional. Also available without sound for $3377.90.
- ★ Sold with 30 day money-back Guarantee. RCA licensed sound.

Auricon Hollywood

MANUFACTURERS OF SOUND-ON-FILM RECORDING EQUIPMENT SINCE 1931

EVERYTHING ELECTRICAL ... TV ... AM ... via GraybaR

XUM

where high frequency and high voltage insulation is required, use...

BI-SEAL

*BI-SEAL the most efficient self-bonding insulating tape for:

- CORONA RESISTANCE
- MOISTURE SEALING
- HIGH-ARC PREVENTION
- EXTREME TEMPERATURE RANGES

Here for the first time is a high frequency, self-bonding insulating tape which conforms perfectly to any contour. It is ideally suited to the solution of the ever-present maintenance problems of the Broadcast Engineer.

Use Bi-Seal for: SPLICING OUTSIDE ANTENNA CONNECTIONS . . . INSULATING FEED-THROUGHS . . . TAPING TRANSMITTER ANTENNA POSTS . . . PREVENTING ARC-OVER AND WRAPPING BARE TRANSMISSION LINES.

For reduction of "off-the-air time" have your engineer send for information and sample of Bi-Seal today.

OTHER ADVANTAGES OF BI-SEAL

- NO STICKY ADHESIVES . . . EASIER TO APPLY IN CLOSE CLEARANCES
- NO RIGHT OR WRONG SIDE . . . BOTH SIDES USABLE
- NO TACKY SURFACE TO PICK UP DUST OR FOREIGN MATTER
- WILL NOT TANGLE OR STICK TOGETHER DURING APPLICATION
- REQUIRES NO SPECIAL APPLICATION TECHNIQUES
- CAN BE STORED INDEFINITELY

✳ POLYETHYLENE BASED COMPOUND
PAT. NO. 2569540. REG. TRADE MARK

APPLIES FAST · STAYS FAST
BI-SEAL

BISHOP
MANUFACTURING CORPORATION
CEDAR GROVE, NEW JERSEY

Attach this coupon to your company letterhead and mail to: **Bishop Manufacturing Corporation, Dept. BT, Cedar Grove, N. J.**
Please send sample and complete information on Bi-Seal to:

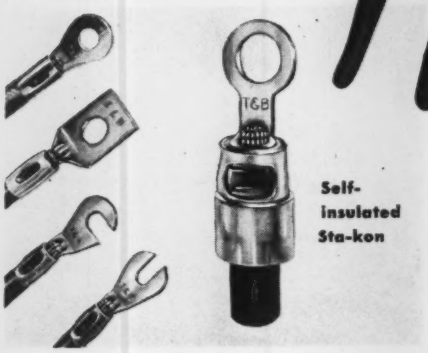
Name_____ Title_____
Company_____
Address_____
City_____ Zone____ State_____

EVERYTHING ELECTRICAL FOR TV OR AM...
via GraybaR

3 ways to simplify electrical connections for TV and AM facilities...

with standard Thomas & Betts fittings

SHURE STAKE tools do the job quickly and conveniently



Self-insulated Sta-kon

1. Specify T & B grounding sheath connectors for shielded conductors

Here's a neat, easy way to ground and terminate shielded or co-axial conductors. Ideal for all AF and RF applications, T & B compression-type grounding sheath connectors assure positive, uniform contact between braid strands and ground lead — without soldering . . . without damage to insulation.

Simply slip hard metal inner sleeve under conductor braid. Then, add ground lead and slip on larger soft metal sleeve. Compress with T & B SHURE STAKE and tool and the job is done! T & B grounding sheath connectors can be supplied for conductors from .058 to .297 in diameter . . . are also available with integral terminal tongues.

2. Specify T & B Sta-kon® pressure terminals for power circuits

Sta-kon terminals provide mechanically-strong, electrically-sound power cable connections in all current ranges as well as audio circuits.

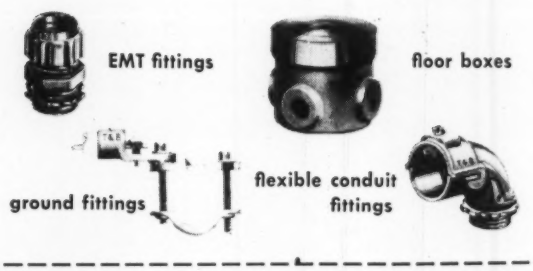
Just slide bronze Sta-kon barrel over conductor and compress with T & B SHURE STAKE tool. Staking indentor forces conductor into copper Sta-kon tongue assuring a permanent, low-resistance joint.

Sta-kon connectors are available in a variety of tongue styles for conductors from #22 to 250 MCM. Self-insulated Sta-kons can be supplied where leads are crowded or overlapped.

3. Specify T & B construction fittings for conventional electrical systems

Lighting, power, and inter-com systems for your station can be installed faster and at less cost when you standardize on T & B products. There's a T & B engineered fitting designed for every connecting job . . . and designed to do it better.

Like all T & B products, they're sold only through leading electrical distributors in your area. The savings and convenience inherent in this method of distribution are an additional reason why it pays to standardize on T & B.



T&B ENGINEERED

For free samples and engineering data, **just write: Thomas & Betts Co., 21 Butler Street, Elizabeth 1, New Jersey**

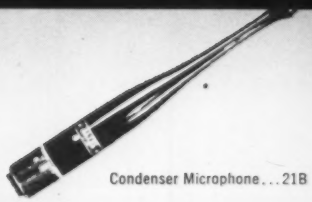
THE THOMAS & BETTS CO. INCORPORATED

Thomas and Betts, Ltd. Montreal, P.Q. Canada

MANUFACTURERS OF ELECTRICAL FITTINGS SINCE 1898

EVERYTHING ELECTRICAL FOR TV AND AM ... via GraybaR

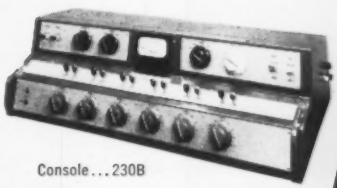
ALTEC = AUDIO



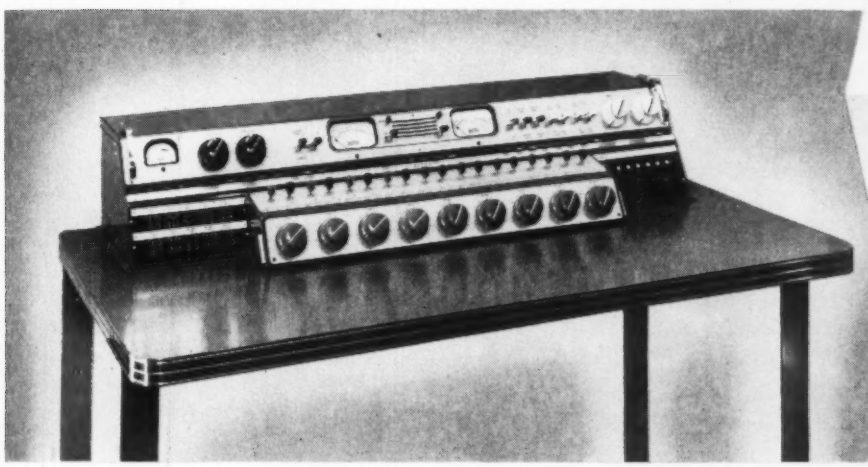
Condenser Microphone...21B

Directional Microphone ...639

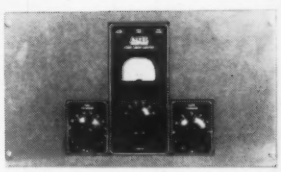
Utility Microphone ...633



Console...230B



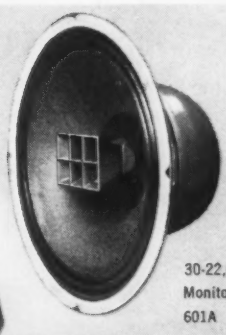
Portable Mixer...220A



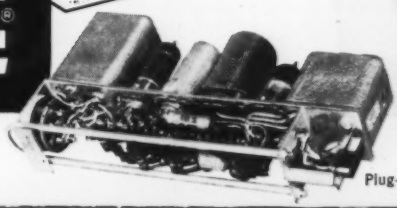
Limiter Amplifier...A-332C

250A Console. This beautiful master console represents a new quality standard for speech input equipment. Like all Altec consoles and mixers, its frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. It is compact and *completely* self-contained, without external power supplies or junction boxes. All amplifiers and power supplies are precision-engineered miniature plug-in units.

Ask our distributor or write direct for complete information on any item of Altec audio equipment.



30-22,000 cycle Monitor Speaker... 601A



Plug-in Preamplifier...A-428A

Distributed by GraybaR Electric Company

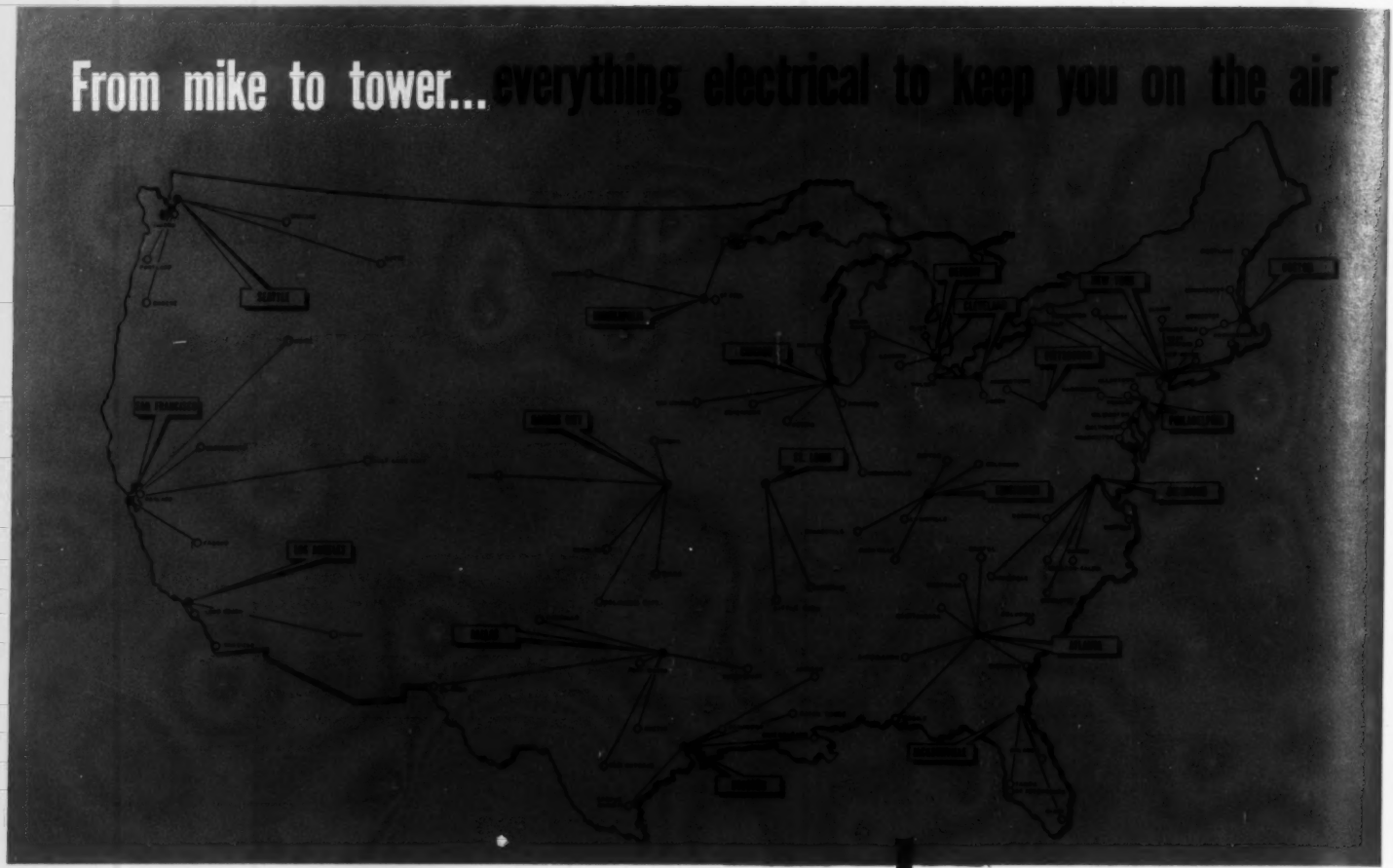
ALTEC
LANSING CORPORATION

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

Export: *Frazar & Hansen, 301 Clay St., San Francisco*

EVERYTHING ELECTRICAL FOR TV OR AM... via GraybaR

From mike to tower... everything electrical to keep you on the air



Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling and lighting your entire station and grounds.

For complete information on any of the items described on the previous pages, consult your nearest Graybar Broadcast Equipment Representative. You'll find him well-qualified to assist you in every phase of station planning or expansion as well as modernization of existing transmitter and studio facilities.

The names and locations of Graybar Broadcast Equipment Representatives are listed below:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
R. W. Griffiths, Exeter 2-2000

PHILADELPHIA
J. W. Crockett, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

A few of Our Leading Supplier-Manufacturers — Altec Lansing • Ampex • Berndt-Bach • Bishop • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • General Electric • General Radio • Houston-Fearless • Hubbell • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Plastic Wire & Cable • Presto • Rek-O-Kut • Sarvis • Simplex • Standard Electronics • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical for Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

. . . in over 100 principal cities

Film Report

(Continued from page 70)

will distribute the films, production on which starts in December.

* * *

Harold Young, supervising producer for **Ely Landau Inc.,** New York, filmed TV programming production firm, arrived in New York from Hollywood Thursday to set up production schedules for the *Bill Corum Show,* a quarter-hour filmed series, and *The Passerby,* a quarter-hour, five-time-a-week film strip. Production will begin in New York early in October. After completing his assignments in New York, Mr. Young will return to Hollywood to supervise the filming of two other Landau properties, *C.I.D.* and *The Outer World,* both half-hour series.

Random Shots . . .

Filmcraft Productions, Hollywood, has purchased a 370 by 102-foot lot on La Cienega Blvd., backing firm's studios on Melrose Ave. Construction will start in 1953.

* * *

Ruslew Corp., Hollywood, has been formed by **Tom Lewis,** formerly vice-president of Young & Rubicam, that city, and **Harry Ruskin,** motion picture writer-producer, to enter TV film production with *Loretta Young and Your Life Story.* Series of 39 half-hour dramas, starring Miss Young, will be based on the movie star's fan mail, received over the years. Production starts in January.

* * *

Candy Corp. has been formed by **Betty Hutton** and **Charles O'Curran** to produce a TV film series starring Miss Hutton. It is reported that, as many of her feature film successes had period settings, her video format will also have one [B•T, Aug. 18].

Film People . . .

Sam Lake, administrative executive and business manager of Screen Gems Inc., to **Guild Films Inc.,** New York headquarters, as general sales manager. First duties include two-month trip to key TV markets, including Atlanta where he will establish a field office.

* * *

Albert C. Morey, head of Al Morey Productions, Chicago, to **PSI-TV Inc.,** producers and distributors of TV film programming, as midwestern divisional manager in newly opened offices at 360 N. Michigan Ave., Chicago.

* * *

William J. Papp, formerly with Newell-Emmett Adv. (now Cunningham & Walsh) and with American Hospital Assn., to **George F. Foley, Inc.,** radio-TV packager-producer, as coordinator of production for the *Herman Hickman Show,* a Foley production. Program starts on NBC-TV Oct. 3. Mr. Papp also will supervise scripts on the new *Coast Guard Cadets on Parade* series, which made its debut on Mutual last Saturday.

* * *

Lou Epton has been appointed head of copywriting department for **Filmack Trailer Corp.,** Chicago. Mr. Epton formerly was radio representative for the American Osteopathic Assoc., and more recently public relations counselor for Shelly & Assoc.

* * *

Gil Fates, producer-director-writer for WCBS-TV New York, named executive director of programs for **Goodson-Todman Productions,** New York.

* * *

Bob Cahm, J. Walter Thompson Co., New York, to **Sandy Howard Productions,** same city, as associate producer on *Merry Mailman* radio and TV show.

* * *

Capt. Henry Morgenthau III, son of the late Treasury Secretary, is on two-week tour of duty with the **Radio-TV Section of the Army Dept.** at the Pentagon in Washington, headed by **Col. Ed Kirby.** Mr. Morgenthau is a partner in **Morgenthau & Gannaway TV Productions,** New York.

* * *

Allen F. Buckley, member of Frank E. Mullen & Assoc., Beverly Hills TV consulting firm, has been made executive vice-president of **Scenic Backgrounds, Inc.,** Los Angeles. Latter firm is headquartered at 1215 Bates Ave.

* * *

Michael Minth Jr., assistant film editor with Flying A Television Pictures, Hollywood, joins **Filmcraft Productions,** that city, in similar capacity.

* * *

Irving Brecher, producer of NBC-TV *Eddie Mayehoff Show* for **Key Productions,** Hollywood, has resigned because of reported disagreements over format.

* * *

Robert Aldrich in New York to direct 15 half-hour films in NBC-TV *The Doctor* series for **Procter & Gamble,** being filmed by **Parsonnet Productions.**

* * *

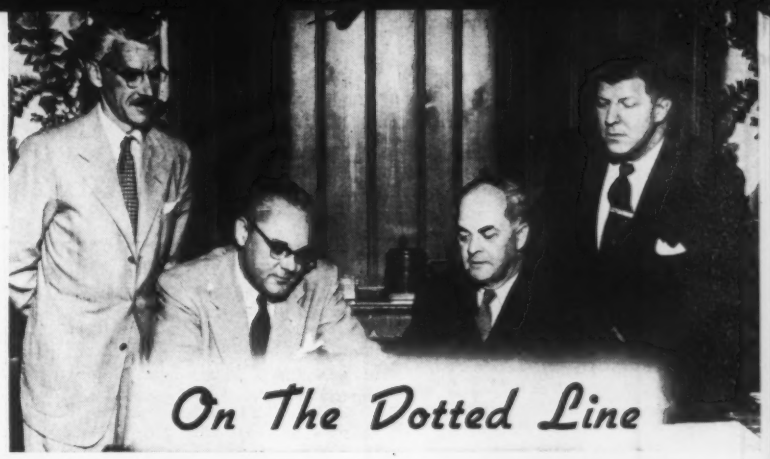
Oscar Yerg, Hollywood free lance art director, to **Filmcraft Productions,** that city, in same capacity.

* * *

I. S. V. Patcevitch, president of **Conde Nast Publications Inc.,** N. Y., has been elected to board of directors of **Telenews Productions Inc.,** same city.

* * *

William F. Broidy, president of **William F. Broidy Productions Inc.,** Hollywood, in New York for conferences with ad agency executives about firm's newly activated commercial film department.



ARRANGING for radio sponsorship of all Syracuse U. and Cornell U. grid games are (l to r) William Alford Jr., coml. mgr., WSYR-AM-FM Syracuse; Eldred Manning, dist. mgr., Socony Vacuum Oil Co.; Harry C. Wilder, pres., who resigned, effective tomorrow, and Larry Lawrence, slsmn, WSYR.

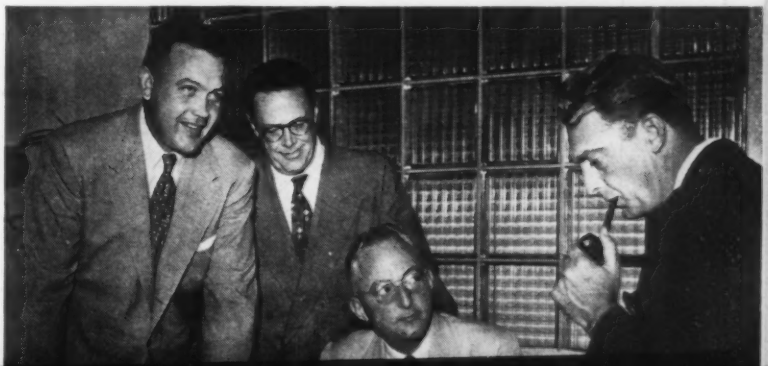
CLOSING pact as co-sponsors with WATL Atlana to carry highschool grid games are (l to r) Ben Shapiro, mgr., Robinson's Dept. Store; Lee Bryant, acct. exec.; Stan Raymond, WATL coml. mgr., and Seth Rawlston, mgr., Goodyear Service Store.

V. E. CRIST (c), pres., Crist-Kessell Co., signs as co-sponsor with RCA for broadcasts of Notre Dame football games on WJEL Springfield, Ohio. Watching are Chester R. Hinkle (l), WJEL gen. mgr., and Al Diven, RCA.

WILDROOT Co. Inc., Buffalo, renews program, *The Shadow,* on MBS. Final arrangements made by (l to r) Gertrule Scanlon, acct. exec., BBDO, N. Y.; Alan Lehmann, acct. exec., BBDO, Buffalo; J. Ward Maurer, Wildroot ad dir., and John R. Overall, MBS eastern sls. mgr.

AT SIGNING for partial sponsorship by Red Lion Commercial Co. (U. S. Bovril distributor) of WOR-TV New York's *The Merry Mailman* are (seated, l to r) Ray Heatherton, show star, and Z. M. Hendricks, Red Lion exec.; standing, William Arnold, WOR-TV acct. exec., and Jack Kirk, Hilton & Riggio acct. exec.

DETAILS are completed for Chemicals Inc., Oakland (Vano liquid starch & cleaner), and 36 ABC western radio stations for sponsorship of five minutes of Bob Garred's 10-minute morning newscasts and Chet Huntley's quarter-hour evening news analyses for 13 weeks from Sept. 7. L to r: Mr. Garred, Fran Conrad, radio dir., ABC Western Div.; Sidney Garfield, pres., Sidney Garfield & Assoc., San Francisco, and Mr. Huntley.



XUM

RENEWAL SALES

Electronics Growth Seen

ELECTRONICS distributors should prepare themselves to accommodate an expanding renewal market in communications, industry, science and home entertainment, an RCA Victor official asserted last Tuesday.

In an address before the third annual convention of National Electronics Distributors Assn. in Atlantic City, N. J., H. F. Bersche, renewal manager of RCA Victor's Tube Dept., urged members to gear themselves for renewal market in electronic tubes, component parts and test equipment. National sales volume will hit $1 billion by 1955 and $2 billion by 1960, he predicted.

The five major developments bearing on this sales market are uhf television, microwave relay, industrial TV and, eventually, transistors and color video, he said. Advent of uhf and expansion of vhf TV "will have a great influence" on the replacement market for parts and tubes, he added.

Mr. Bersche saw 100 new uhf and vhf outlets in operation by the end of 1953, 600 by 1955 and 1,500 by the end of 1957. He predicted 30 million additional TV receivers in American homes within the next five years, with a potential replacement market in tubes and component parts. Color TV requires more complex equipment and more parts and tubes, he noted.

Powerful GE Tube

FULL scale model of reportedly the most powerful transmitting tube yet developed for uhf telecasting will be displayed by General Electric Co. at the National Electronics Conference in Chicago, today, tomorrow and Wednesday, GE announced last week. Developed to GE specifications by Varian Assoc. of San Carlos, Calif., the tube has a maximum rating of 15 kw, with a 12 kw sync output rating.

ASSOCIATED Program Service, New York, transcribed library service, offers stations package of APS College Football Songs for use during season—through Jan. 1—at $50 per package.

allied arts

ROBERT D. KIRKPATRICK Jr., senior service executive, Chicago client service office, Market Research Corp. of America, transfers to San Francisco office.

D. R. EDGE, manager of government sales for Graybar Electric Co., N. Y., with headquarters in Washington, given additional title of manager of communication sales.

HENRY TAYLOR, research staff, Aerovox Corp., New Bedford, Mass., promoted to director of research.

DR. ROBERT E. SAMUELSON promoted to chief engineer, Motorola Research Lab., Phoenix, Ariz. **HAROLD A. JONES** named manager of Motorola's technical information center, Chicago.

Mr. Jones

Dr. Samuelson

HENRY BOWES, government sales manager, Philco Corp., appointed special TV representative by **LARRY F. HARDY,** president, Philco Television Div.

JOHN WALLACE, sales manager, Fresh'nd Aire Co., product div., Cory Corp., Chicago, advanced to midwest sales manager for parent firm.

PETER P. GRAD, chief analyst, Borden Co., to Aerovox as technical director. Other appointments include: **REX NICHOLSON,** technical superintendent, Sangamo Electric Co., Marion, Ill., research engineer; **LENINE GONSALVES,** electrical engineer; **WILLIAM B. ATCHINSON, ARTHUR CATTOTI** and **DR. HANS COHN,** senior chemists; **GEORGE GILLIN,** physicist, and **JOSEPHINE SMIETANA,** junior chemist.

J. M. TURNER, Houston branch of Graybar Electric Co., N. Y., named operating manager for same company in Jackson, Miss.

RICHARD D. JOHNSON, TV operations director, NBC, named supervisor of radio-TV operations, Illinois Institute of Technology, Chicago.

PAT O'ROURKE, publicity director, West-Marquis Inc., L. A., and **DICK LESHER,** account executive, Bishop & Assoc., that city (public relations), to Burns W. Lee Assoc., that city (public relations), as account executives.

ROBERT A. MONROE, formerly with WFTL Fort Lauderdale, to World Broadcasting System, transcribed library program producer, as field sales representative in central southern district.

STEPHEN ROONEY, national advertising salesman for Pittsburgh *Post Gazette* to Frederic W. Ziv Co. as district representative in southwest Pennsylvania.

JAMES KNIGHTS Co., Sandwich, Ill., has issued new catalog listing 45 different crystals for use in communications equipment, laboratory instruments and medical and industrial equipment.

ALLIED RADIO Corp., Chicago, announces publication of catalog listing 18,000 items in 1953 line with special emphasis placed on equipment and components for broadcasting.

Equipment . . .

ANKO Mfg. Co., Milwaukee, announces production of "Teletest," new dynamic performance TV tube tester which reduces tube testing time on most receivers from two hours to ten minutes. Application is intended primarily for TV service trade. Unit will also lend itself to positive faster tube testing in tube and set manufacturng plants.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, Pa., announces manufacture of new variable-frequency audio amplifier, Type FG 5/10, capable of delivering either 5 or 10 kw output power. Amplifier will take signal of about 10 mw from conventional 30 to 10,000 cps source and build it to 5 or 10 kw with uniform response.

DANBURY TRANSFORMER Corp., Danbury, Conn., announces production of small transformer designed to boost low line voltage. Unit may be hung behind TV set or placed between receiver and outlet. Operation is automatic.

Technical . . .

JAMES C. FRENCH, chief engineer, WKIC Hazard, Ky., to Walter F. Kean, consulting radio engineers, Riverside, Ill.

ROBERT SCHUETZ, radio maintenance supervisor, NBC Hollywood, promoted to plant manager in charge of operations and maintenance.

ROY WHITE, operating engineer, KTLA (TV) Hollywood, promoted to engineering operations supervisor.

BILL McGREGOR, engineer, CKFH Toronto, to engineering staff of CBLT (TV) Toronto.

KPOL BEGINS

New Outlet in L. A.

KPOL Los Angeles, 5 kw on 1540 kc, began operations last Thursday with "musical thank you's" to area officials.

The programming got underway with musical dedications of favorite selections to publishers and personnel of local daily and trade papers, Los Angeles County broadcast stations, local chambers of commerce and civic leaders.

With official opening ceremonies tentatively set for Oct. 24, the "musical thank you's" are continuing this week. The program schedule includes also three two-hour segments daily of polka music.

Station is licensed to the Coast Radio Broadcasting Corp., of which Hugh R. Murchison is president. Charles Hughes is general and commercial manager; Floyd W. W. Hall, director of engineering operations, and William Bidell, director of publicity and promotion.

Other staffers include Larry Dysart, program director; Lee Geroni, women's director; J. Newton Yates, musical director; Jack Stanley, news director and disc jockey; Al Johns, sports director; Bob Scott and Carl Schuele, account exectives, and Dean Kiner, assistant engineer.

COLUMBIA RECORDS

Announces New Promotions

PROMOTIONS and additions to the executive staff of Columbia Records Inc., New York, were announced last week by President James B. Conkling.

James Hunter, vice president in charge of manufacturing and engineering, was named to the newly-created post of vice president and director of production engineering and research. His former assistant, Herbert M. Greenspon, was appointed director of production. Corporate Secretary Kenneth E. Raine will continue to represent Columbia in all legislative matters, but assumes new duties as director of industrial relations, while Norman A. Adler, legal staff member, has been named general attorney.

CHURCH HELP

For McBride Peace Project

MARY Margaret McBride launched a project last Monday on her ABC radio program (Mon.-Fri., 2-2:30 p.m. EDT) to learn what the women of America are doing on a local level to help preserve peace.

Cooperating in this venture are the United Church Women, the National Council of Catholic Women and the National Council of Jewish Women.

Each week Miss McBride will broadcast some of the answers submitted originally to the religious organizations. Early in 1953, four women from the four major geographical sections of the country, selected by the religious groups, will be feted in New York.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

XUM

NEW WBIG HEAD

Wannamaker Praised

ALLEN WANNAMAKER's appointment as general manager of WBIG Greensboro, N. C. [AT DEADLINE, Sept. 22] was heralded last week with a statement that he will "make substantial contributions to Greensboro's already outstanding civic progress."

Mr. Wannamaker

The announcement was made by Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTV (TV) Charlotte, which since Sept. 15 has been supervising operation of WBIG for the Jefferson Standard Life Insurance Co.

Mr. Wannamaker's appointment is effective Wednesday. He succeeds Gilbert Hutchison, who resigned recently [B•T, Sept. 15]. Mr. Wannamaker comes from WGTM Wilson, N. C., where he has been general manager since 1941. His 18 years of experience in radio includes duties with WTOP Washington, WBIG (in 1936) and WGTM, during which association he constructed and operated WGTM-FM, WDSC Dillon, S. C., and WMRA Myrtle Beach, S. C. He organized the Tobacco Network in 1941 and served as president and treasurer.

WBIG is licensed to North Carolina Broadcasting Co., a subsidiary of Jefferson Standard Life Insurance Co.

Hamer to Jordan

ROBERT C. HAMER, chief of the Census Bureau's Quality & Equipment Section, sailed for Amman, Jordan, last week. He has been assigned to ECA as census and statistical consultant and will direct census operations in Jordan and other Near Eastern areas. At the Census Bureau, Mr. Hamer directed planning and compilation of the radio-TV set census.

SOONER or LATER
some aggrieved listener
accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City, Mo.

Our Respects To

(Continued from page 50)

lations, 1949-1952.

Mr. Johnson's present headquarters overlooking New York Times Square is a distant cry from the farm on which he was born on Oct. 3, 1915, 12 miles outside of Frankfort, S. D. (pop., 400). When he was six, his family moved to Gibson City, Ill., where he was reared and attended grade school and high school. He was tagged "Pete" as a youngster and to this day nobody calls him Earl, his given name.

In his early teens, Mr. Johnson became a radio "ham," but with characteristic modesty disclaimed the hobby infused in him an ambition to become a broadcast engineer. He recalled his early days as uneventful and typical of life in a small mid-western town. He noted that the newspaper he delivered was the Bloomington (Ill.) *Daily Pantagraph*, which has been projected into the limelight in recent months. Democratic Presidential candidate Adlai Stevenson is a part owner.

In high school Mr. Johnson was an all-around athlete, winning his letters in football, basketball, wrestling and track. He performed in school dramatics.

Mr. Johnson's interest in gadgets led to his first job as an electrician in Cincinnati. He attended the U. of Cincinnati at night. He was fairly satisfied with this routine for a year but a circumstance arose.

Fulltime Schooling

"My boss and I had a small dispute," Mr. Johnson recalled. "Then and there I decided to go to the U. of Cincinnati full time."

Cincinnati is famed for its "co-op" course which permits a student to attend classes part of the year, work in his specialty the rest of the year and graduate in five years. During his stay at Cincinnati in the electrical engineering course, Mr. Johnson worked for two and a half years as a studio and transmitter technician for WLW and WSAI Cincinnati. Added to this heavy schedule was a steady diet of washing dishes to supplement his income.

Shortly after receiving his degree from Cincinnati in 1940, Mr. Johnson was appointed an FCC monitoring officer on the strength of having passed a civil service examination. He was sent to Atlanta for training and then to Huntington for his first assignment.

It was upon the recommendation of George Sterling, FCC Commissioner, that Mr. Johnson won an assignment to Washington following the race track saga. In three years he rose to assistant chief of the FCC's standard broadcast section. Thereupon followed what Mr. Johnson referred to as his "Pentagon days" with the Office of the Signal Officer. In this post he specialized in antenna development and in studies of the propagation of radio waves.

During his Pentagon days, he became acquainted with Col. E. C. Page, who joined Mutual in June 1945 as vice president in charge of engineering. He hired Mr. Johnson as chief plans and allocations engineer for MBS in December that year.

Mr. Johnson described this post as one of "general engineering." During this period Mutual was embarking on a program to add to the network some of the new stations that were beginning operations. In the next few years, he worked on the development of Mutual's "Listenability," a new engineering coverage measurement. This technique was largely employed in selection of stations for addition to the network. In 1945, MBS numbered 200 affiliates; today the total stands at 567.

Subsequent Advancement

In 1946 Mr. Johnson was named director of engineering; in 1949 vice president in charge of engineering and station relations and on Sept. 15, to his present post. Today he supervises a staff of some 200 people.

Mr. Johnson expressed the belief that his success rests primarily on his ability "to put people into engineering." He explained that he has the knack of coordinating the efforts and skills of other people. He confessed he is no "engineering theorist" but added there is a place in the scheme of business for his type of skills.

As a key executive of the world's largest radio network, Mr. Johnson logically has complete faith in the value of radio and in its future. He noted regretfully that radio had undersold itself in the period from 1940 to 1948 when rates held the line despite the inflationary spiral. He noted:

"But I think the industry is on the right track now. Radio is here to stay—at least until we get into the Buck Rogers era when we'll have our food in capsules and push-buttons will relieve us of much of our normal functions. After all, radio can be listened to while we're fixing the sink, painting the house, reading a newspaper. TV is all-consuming. In the Buck Rogers era, TV could become all-powerful—but we'll have to wait for that period to come."

Likes Golfing, Fishing

At 37, Mr. Johnson is a tall, medium-built, sandy-haired young man who is a trifle concerned about his receding forehead. Although an accomplished athlete as a youngster, he restricts himself nowadays to golf and occasional fishing.

He golfs at the Bonnie Brier Country Club (where he is a member) links in Larchmont, N. Y. He makes his home at that city. His wife is the former Sue Steele, whom he married on July 18, 1942, after meeting her in Washington. Mrs. Johnson worked at the time as custodian of secret documents for the State Dept. They have three children—Kenneth, 8; Karen, 5, and Julia Jeanne, 1½.

Mr. Johnson belongs to the Engineers Club of New York. He still tinkers with the radio set—a throwback to his "ham" days—and likes to consider himself a "Mr. Fixit" around the house. In this role, he said, he tries to inject some of his personality into a bookcase he is building or a room that he is painting.

WMGM Sports Slate

WMGM New York is offering for sponsorship what it describes as the largest broadcasting schedule of winter sports in the station's history. Schedule includes 35 New York Rangers (ice hockey) home games and 15 away-from-home games; 25 New York Knicks professional basketball games at home and 20 away, and 12 collegiate football games.

WEWS (TV) Cleveland and three program personalities have been honored with Outstanding Achievement Awards by Ohio State Safety Council. Personalities are Dorothy Fuldheim, John Saunders and Linn Sheldon. WEWS was cited for overall public service programming.

Key to a $6 Billion Market
WFIL
560 kc.
The Philadelphia Inquirer Station
An ABC Affiliate
First on the Dial
In America's Third Market
Represented by THE KATZ AGENCY

programs promotion premiums

WLW Cincinnati led in results in a campaign conducted by the Lurr Products Corp., maker of Lurr insecticide, according to a report by Rand Adv. Agency, Lurr representative. A June-to-August drive on 104 stations found WLW pulling the largest quantity of orders at lowest cost-per-sale, Jean Engels, Rand timebuyer, reported. WLW campaign was placed on *Midwest Roundup*, heard 5:45-6 a.m.

MBA EXHIBIT

RADIO's public interest features and its 31 years of service to people of Missouri were pointed up by the Missouri Broadcasters Assn., exhibiting this year for the first time at the Missouri State Fair. MBA exhibit measured 20 feet long, eight feet deep, pinpointing all Missouri stations on a map. Over 420,000 people visited the state fair this year, despite a tornado which kept people out of fairgrounds until order was restored, with help of radio.

TV SEEN AT FAIR

OPENING of 39th annual Saginaw County Fair was launched over facilities of WSGW Saginaw, Sept. 7. Four hours of daily programming and public service features were telecast on a closed circuit network with 15 monitors placed at strategic points on the grounds.

'UNSEEN AUDIENCE'

"RADIO's 'unseen audience' is losing its anonymity," according to reports from WAVZ New Haven, Conn. George Lezotte, disc jockey on the station's *Tune Inn* program, responds only to those requests which are accompanied by a photograph of the sender. Practice has resulted in two large albums full of likenesses of WAVZ listeners. Station anticipated that as the collection grows, a special room will be reserved for fan's pictures.

FOOTBALL ON THRESHOLD

GEORGE R. DUNHAM, general sales manager, CBS-TV, sends letter on which a miniature reproduction of a football has been pasted. Letter begins, "Here's something to kick around." Mr. Dunham advises that as soon as World Series is written into records, football will take over on stations. He advises that WCBS-TV's *Armed Services Football*, broadcasts of games between service teams, and *Football Scoreboard*, 15-minute rundown of scores and grid highlights by Jim McKay, are excellent choices for advertisers.

B•T REPRINTS

REPRINTS of an ad appearing in BROADCASTING • TELECASTING Aug. 18 are being distributed to agencies and advertisers by WKBN Youngstown, Ohio. Copy gives population data as well as a Hooper and BMB report of listening in the station's coverage area.

BORAX PAPERWEIGHTS

PAPERWEIGHT-size samples of newly mined Borax ore are being sent to trade editors and newsmen by Pacific Coast Borax Co., N. Y., to promote firm's series, *Death Valley Days*. Filmed programs will be seen on local stations and regional networks beginning in early October. McCann-Erickson is the agency for the account.

KSDO HANGERS

CLOTHING hangers are bringing KSDO San Diego call letters into the homes of 10,000 people, the station reports. A joint promotion campaign has been worked out with American Cleaners of National City, whereby a three-color KSDO card is attached to a garment when it is returned to the customer.

PILOTS BOOST WBAL

TESTIMONY of the power of WBAL Baltimore's signal has been furnished the station by pilots of several of the major airlines connecting French, Spanish and British territories in the Caribbean. Flyers have written that they have become avid fans of Archdale Jones' all-night *Key to the Missing* program for "its fine music, quiet tone and for Jones' superior easy-on-the-ears delivery."

WNAX RADIO PLAYHOUSE

ESTIMATED 60,000 people visited the fifth consecutive WNAX Yankton, S. D., Radio Playhouse on the Clay County Fair Grounds in Spencer, Iowa, Sept. 8-13, according to station reports. A large tent was the origination point for 18 WNAX live talent programs. Added attraction was a straw vote on Presidential candidates.

'WISCONSIN SCHOOL'

U. of Wisconsin's service to state grade schools, *The Wisconsin School of the Air*, has announced that it will bring 10 different radio programs each week into Wisconsin schoolrooms this year. The *School* began its 22d year last Monday. In-school listening programs will be available to all schools in the state this year for the first time.

IN THE LIMELIGHT

SONGS which "just missed" recognition on the nation's hit parades and their composers are being plugged on a new program on WLAW Boston. *Search for Missing Rhythm*, which is being aired every afternoon at the station, features a panel of six persons who discuss popular songs on which "the spotlight failed to focus." Charles Tarkinson serves as moderator of the program.

SIGNS ADVISE LISTENING

ADVISING motorists to "listen when you get home" are signs on street corner benches being utilized by KBIG Avalon, Calif., in Los Angeles, San Diego, Long Beach, San Bernardino, Santa Ana and Pomona. Similar signs on the sides of public transportation vehicles are being used in seven other Southern California cities.

WOMEN'S INTERESTS

WITH economy in view, KNBH (TV) Hollywood *Helpfully Yours*, featuring Norma Gilchrist, twice weekly highlights women and their interests. Century Distributing Co., L. A. (Coolerator products), sponsors 10-minute segment weekly on half-hour program. Agency is Hollywood Star Products.

CAKE PROMOTION

TWO GIANT 175-pound pineapple upside down cakes were on display for three days before being served, as a climax to a three-week merchandising campaign staged in Lovett stores in and around Orlando, Fla., promoting Mary Lee Taylor's show on WORZ there and Pet Milk. Drive was executed jointly by Georgia McCarty, promotion director for WORZ Orlando and the Pet Milk Co. Station claims that publicity which campaign received drew some 5,000 people to the stores to sample the cakes and take home recipes for a family size version.

CKWX PROMOTION

METAL telephone directory edge-protectors which will keep ragged edges of a well thumbed phone book flat are being distributed by CKWX Vancouver. The one-inch metal strip carries a message from CKWX on one side and a list of station representatives on the other.

PURE OIL AWARD

PLAQUE has been sent to WSAZ-TV Huntington, W. Va., by Pure Oil Co. for promotion used by the station in the firm's "Name the Old Car" contest. Award stated that the station was selected for the citation "in recognition of its excellence and for the results achieved."

BOOKS SOLD ON TV

SOUTHERN California Booksellers Assn., composed of 50 members, in cooperation with some 30 national book publishers, continues to sell books via television. KNXT (TV) Hollywood *Cavalcade of Books*, which started Sept. 21 for 26 weeks, replaces *Book Parade*, previously seen on the station. [B•T, May 5]. New half-hour program, packaged by Frances Case, features Everett Noonan, Hollywood book consultant-salesman, and Georgiana Hardy, public affairs commentator, with discussion and criticism of new books.

DRIVE BOOSTS REGISTRATION

INTENSIVE campaign of one-minute announcements and time and weather signals over WFIL and WFIL-TV Philadelphia helped boost the number of registered voters in Philadelphia and surrounding counties to an all-time high, according to the station. WFIL radio and television registration campaign used more than thirty-five announcements on both stations throughout the drive. The last few days of the campaign, the number of announcements was increased to almost saturation coverage.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 25 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

New Business

(Continued from page 12)

Opening Night, first TV dramatic series to originate live from Hollywood, on NBC-TV, Mon., 9-9:30 p.m. EST, Oct. 6. Agency: Harry B. Cohen Adv., N. Y.

LEVER BROS Co., N. Y. (Pepsodent), sponsoring new situation comedy series, *Heaven for Betsy*, over CBS-TV, Tues. and Thurs., 7:45-8 p.m. EST, with premiere tomorrow (Tuesday). Agency: McCann-Erickson Inc., N. Y.

GENERAL MOTORS (Pontiac Div.) is sponsoring Herman Hickman's 15-minute *Today's Football* program over NBC-TV at end of NBC's telecast of NCAA football games. Telecasts of games are under sponsorship of General Motors for all divisions. Agency for *Today's Football:* MacManus, John & Adams Inc., Detroit.

Agency Appointments • • •

PHILIP MORRIS & Co. (Marlboro cigarettes), appoints Cecil & Presbrey, N. Y. Radio-TV spots are used.

ALLIED FLORISTS Assn., Baltimore, appoints Bozell & Jacobs, Chicago. Large part of budget will be spent on WAAM (TV) Baltimore quiz show, *Bouquets & Bonuses.*

PIERCE & Co., L. A. (mfrs. Pebbletex, Wooltex carpets), appoints Vick Knight Inc., Hollywood. **NELSON MOSSBURG** is account executive.

CAN Mfrs. Institute, N. Y., appoints Geyer, Newell & Ganger, same city.

ARONOV OF CALIFORNIA, Pasadena (shoe mfrs.), appoints Vick Knight Inc., Hollywood.

RADIO Div., Associated Press, N. Y., appoints Wexton Co., N. Y.

GRAND TASTE PACKING Co., L. A. (luncheon meats), and **HI-LUSTRE PRODUCTS Co.**, that city (Glax car polish), appoint Jimmy Fritz & Assoc., Hollywood. TV is being used by former; radio by latter.

J. S. THORN Co., Phila., appoints Shaw & Schreiber Inc., same city.

TEK-HUGHES Div., Johnson & Johnson, Watervliet, N. Y., names BBDO, N. Y., for Tek toothbrushes and Hughes personal brushes, effective Jan. 1.

Adpeople • • •

E. B. BAKER, product director, Personal Products Co., named brand advertising manager, for Lever Bros.' Rinso and Spry.

JAMES T. O'CONNOR promoted to advertising and sales-promotion manager, Food Fair Stores, New Jersey-New York branch.

ROBERT M. GALEY, regional sales manager, Zippo Mfg. Co., Bradford, Pa., appointed to new post of assistant sales manager.

EDWARD D. PODOLINSKY appointed district advertising manager, Household Finance Corp., Chicago.

HENRY P. STOCKBRIDGE, merchandising manager for Minute Rice in General Foods' Minute Div., named assistant sales and advertising manager for division.

3 ON A HORSE

(a workhorse, that is!)

JOE CAVANAUGH plays pony for three of his five kids. Joe carries a payload weekdays, 7-9 a.m. for his advertisers, too.

Johnstown's Outstanding Radio Personality

1st RATINGS RESULTS RENEWALS

WARD

CBS RADIO NETWORK

WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

NATIONAL NIELSEN RATINGS*
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

EXTRA-WEEK
August 10-16, 1952
EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	Dragnet (NBC)	6.5
2	Life With Luigi (CBS)	5.7
3	This Is Your FBI (ABC)	5.5
4	Gene Autry (CBS)	5.5
5	Romance (CBS)	5.5
6	Top Guy (ABC)	5.4
7	Railroad Hour (NBC)	5.4
8	Johnny Dollar (CBS)	5.2
9	Godfrey's Talent Scouts (CBS)	5.1
10	Dr. Christian (CBS)	5.0

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

TOWERS TALKS

Joint Meeting Today at FCC

PROPOSALS of the working group of broadcast and aviation representatives, FCC and CAA officials regarding the potential conflict between tall TV towers and air safety [B•T, Sept. 15] seem to have met favorable reaction from all segments, a check of broadcast and aviation representatives last week revealed.

Recommendations will be discussed at a joint meeting today of all elements concerned in Room 2230 at the FCC. Meeting, scheduled for 10 a.m., will be chairmanned by FCC Comr. Edward M. Webster and CAA Deputy Administrator F. B. Lee.

Working group recommended that existing procedures be continued, FCC rules be amplified to cover the painting and lighting of towers above 500 ft., and CAA flight instructions be revised to include criteria for minimum altitudes where tall TV towers were adjacent to civil airways.

Aviation people seemed to like the reference in the proposals which urged that TV towers be "grouped" to ameliorate hazards to air navigation. They also seemed in favor of the painting and lighting proposals.

Few comments were received by Comr. Webster, who had asked that they be furnished him by Sept. 22. One comment asked whether the painting and lighting provisions would apply to a tower while under construction. Another question which has been raised is whether the painting and lighting provisions would apply to towers already erected. It is believed that additional comments will be made at today's meeting.

Both the FCC and the CAA would have to take administrative actions to put the recommendations of the working group into effect. In the case of the FCC, it would be necessary to hold rule-making proceedings.

ADV. ECONOMICS

On ARTF Agenda

ADVERTISING and distribution generally, along with monopoly, competition and cooperation, big corporations and small business, labor unions, high wage-low price policies, installment financing, human relations and industry's civic responsibility will be discussed Oct. 2 at the first American Round Table Forum of the fall season.

One of a series of discussions on contemporary civilization in the United States held under the auspices of the advertising council, the Oct. 2 session will be an all-day affair at New York's Hotel Pierre. It is the second forum dealing with the nation's economic system, continuing the discussion started June 23.

Catholic Newsscript

NATIONAL Catholic Welfare Conference news service last week announced beginning of a weekly newsscript for use on radio and TV stations throughout the country. The script is tailored to the needs of a 15-minute broadcast, with provisions for local announcements and news items. It represents a weekly presentation of the top Catholic news gathered around the world in daily operations of the news service. NCWC headquarters at 1312 Massachusetts Ave., Washington 5, D. C.

INTERESTED IN THE
NEGRO MARKET?

First Time In 3 Years

HALF-HOUR SEGMENT
available in
NEW YORK'S BEST NEGRO TIME BLOCK

8 to 8:30 a.m. Monday thru Saturday time now available because of schedule changes in five-hour daily Negro block. Highest New York Negro PULSE Rating. All adjacencies sold out.

National account inquiries particularly invited. Phone or wire:

HARRY NOVIK, GENERAL MANAGER

WLIB 207 East 30th Street New York 16, N. Y. ORegon 9-2720

"The Only Station with Studios in Harlem"

WXEL (TV) EXPANDS

Part of $1 Million Project

FIRST two major steps in a $1 million expansion program by WXEL (TV) Cleveland have been consummated according to Franklin C. Snyder, general manager.

WXEL's new Studio D was completed with the remodeling of the former Esquire Theatre on Cleveland's Playhouse Square at a cost of $300,000, while at the same time the station's $400,000 broadcasting and transmitting plant at Parma, Ohio, also was finished.

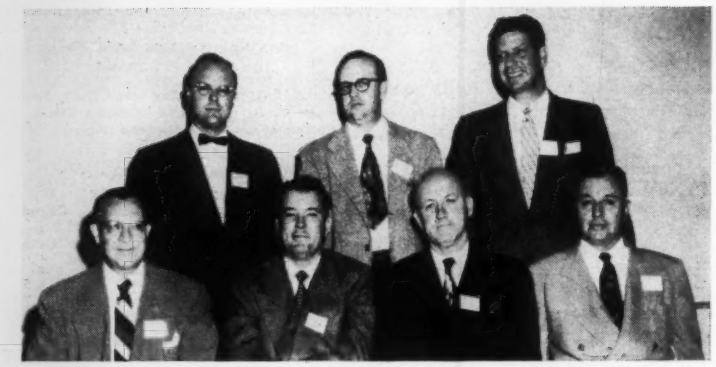
The final day's ceremonies Sept. 13 were attended by Herbert Mayer, president of Empire Coil Co., whose KPTV (TV) Portland, Ore., is now on the air (uhf channel 27), and grantee of channel 26 in Denver (KDEN) [B•T, July 14]. Mr. Mayer headed a party of about 60 guests, including network officials.

Third phase in the 33-month-old WXEL's expansion program will be construction of a 12-bay superturnstile antenna on a 700-ft. tower, with effective radiated power of 316 kw at 1,000 ft. above average terrain, and a 50 kw transmitter, to increase population coverage 50%, Mr. Snyder said. Completion is expected late next summer.

Carl T. Fischer

CARL T. FISCHER, 74, president of J. Fischer & Brother, New York, music publishing house, and founding director of ASCAP, died Sept. 21 in New York's Memorial Hospital after a brief illness. Mr. Fischer succeeded to the presidency in 1941 after serving nearly 40 years as treasurer of the Fischer firm, which specializes in educational and religious music. He is survived by his wife, Mrs. Mary Hermann Fischer; a daughter, Mrs. Peter D. Watson; three sons, Robert J., Paul J. and Carl G.

ADVERTISING Club of New York has announced new scholarships of $500, $200 and $100 annually to winners of special essay-project contest open to current first-time students of club's advertising and selling course.



TEXAS Assn. of Broadcasters named new officers at TAB's semi-annual meeting Sept. 17 in Fort Worth. They are (l to r): Seated, Louis Cook, KNOW Austin, secretary-treasurer; Boyd Kelley, KTRN Wichita Falls, president; J. M. McDonald, KCRS Midland, retiring president and ex-offico member of board; Willard Deason KVET Austin, vice president; standing, Directors Tom Kritser, KGNC Amarillo; Ray Herndon, KTRH Houston; Byron Ogle, KRGV Weslaco. Director Richman Lewin, KTRE Lufkin, is not shown.

L. P. COLLINS

Was WMEV President

FUNERAL services were held last Monday for L. Preston Collins, 55, Virginia's lieutenant governor and a broadcaster, who died unexpectedly two days earlier. He suffered a heart attack during dedication of a new school in Wythe County, Va. He died en route to a clinic. He was president of Mountain Empire Broadcasting Corp., which operates WMEV Marion, Va.

Services were held from the Royal Oak Presbyterian Church, Marion, where Mr. Collins was a deacon. He is survived by his wife, the former Pauline Hull Staley, and a son, L. Preston Collins III, an apprentice seaman.

Frederick H. Speare

FUNERAL services were held Thursday in Hollywood for Frederick H. Speare, 54, producer of KECA Los Angeles *Career Theatre* and owner-director, Frederick H. Speare Professional Radio & Television School, Hollywood. He died last Monday after a heart attack. He is survived by his wife, Ruth, and a son, Daniel.

KFBI FIELD DAY

Stresses Soil Conservation

KFBI Wichita has staged a highly successful KFBI Soil Conservation Field Day in cooperation with the Sedgwick County Soil Conservation District.

The annual event was highlighted this year by addresses of Agriculture Secretary Charles Brannan and Msgr. George Hildner, head of the Catholic Rural Life Conference.

Lester Weatherwax, KFBI farm director, planned the program in cooperation with district officials. He had originated the idea two years ago. Entertainment for the day was led by Mack Sanders and his KFBI Ranch Boys. Hale Bondurant, KFBI manager, announced plans for the staging of another such event in 1953.

Walter L. Rubens

FUNERAL services for Walter L. Rubens, 49, board chairman of the Filmore Agency, Chicago, were held Friday in Chicago. Mr. Rubens died unexpectedly Sept. 22 after suffering a heart attack while on a business trip to Los Angeles. An advertising veteran of 25 years, Mr. Rubens was credited with aiding the development of station-breaks into commercial announcements. He lived in Highland Park, a North Shore suburb of Chicago. Survivors include his wife, the former Hortense Landau, and two sons, Walter L. Rubens Jr., promotion-publicity director of WIND Chicago, and Charles Rubens, now in the Army.

Arney to Europe

C. E. ARNEY Jr., NARTB secretary-treasurer, and Mrs. Arney, will sail Friday on the *United States* for a month tour of Europe. They will visit England, Belgium, France, Switzerland and Italy, returning Nov. 3 on the *Liberte*.

book reviews . . .

THE TV WRITER'S GUIDE. By Margaret R. Weiss. Published by Pellegrini & Cudahy, 41 E. 50th St., New York 22, N. Y. 218 pp. $3.95.

THIS handbook will be of interest and value mostly to those writers who want to better acquaint themselves with the special techniques of writing for television.

In addition to furnishing guideposts for beginning TV writers, it contains a lucidly written, well-documented chapter on what to aim for in adapting a larger work to the time limits necessarily imposed by video.

Miss Weiss, successful writer of television scripts, has learned the techniques. Readers of this volume whose purpose it is to ground themselves in TV-writing fundamentals, can find information of value.

* * *

UHF PRACTICES AND PRINCIPLES. By Allan Lytel. Published by John F. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 390 pp. $6.60.

THIS book is designed for the reader who already is familiar with fundamental concepts and techniques used in standard broadcast receivers. A logical sequence is used to explain uhf concepts from their beginning to their use in complete equipment. The author, Mr. Lytel, is a lecturer in electronics at the Temple U. Technical Institute.

Charles L. Puckett

FUNERAL services were held Wednesday at Highland Park, Ill., for Charles L. Puckett, 62, owner of a Chicago advertising agency of the same name. Mr. Puckett, who made his home in Highland Park, died the previous Saturday in a local hospital. He operated his own agency for 20 years. He is survived by his wife, Jennie, a son and a daughter.

WNYC New York's third annual Art Festival officially opens Oct. 19 with an address by Mayor Vincent R. Impellitteri, 3-3:30 p.m. EST on the municipal outlet. Station has scheduled 50 special programs devoted to American art during festival, Oct. 19-25.

THE LATEST WCKY STORY

MAKE YOUR ADVERTISING A HIT IN CINCINNATI

On WCKY's Daily Hit Parade 6:15-7 PM with Nelson King

More Cincinnatians listen to the Daily Hit Parade than to any other program at this time.

For the largest audience at the lowest cost—BUY WCKY

WCKY CINCINNATI

THE QUILL

Read

"What Will Television Do to Politics, Radio and Press —and to TV Itself?"

By Burton W. Marvin, Dean William Allen White School of Journalism

in the September Issue now out

The QUILL, 35 E. Wacker Dr., Chicago 1, Ill. A monthly magazine for newsmen-editors of radio-tv $3 a year

FOUNDED 1912

XUM

Strictly Business

(Continued from page 16)

to Edwin J. Anderson, Goebel president.

Before a week had passed, Goebel had signed for exclusive rights in the beer industry to these dolls. "It gave me the same kind of thrill a reporter gets from a scoop on a sensational story," he said.

The dolls are animated, three dimensional figurines which Dutch Designer Joop Geesink has designed around the Goebel trademark—"Brewster the Rooster."

These filmed commercials had their first showing about three weeks ago on the West Coast, according to Transfilm. Goebel plans to advertise with them nationally.

Mr. Graham went to Goebel in September 1950 from Liebmann Breweries in New York where for about three years he had been associate director of advertising and public relations. When Goebel expansion brought the company's ad manager a different assignment, Mr. Graham accepted the manager post.

Prior to joining Liebmann, Mr. Graham was superintendent of industrial relations in Peru for the Standard Oil Co. of New Jersey.

He is a graduate of Princeton U. and Middlebury College, and has studied at the Sorbonne, U. of Grenoble and at Harvard. While in Europe, Mr. Graham did tourist work. Also, he has been a language instructor and athletic coach. He speaks several languages fluently and takes an active interest in tennis and swimming.

At both Liebmann and Goebel, Mr. Graham has been identified with several outstanding advertising campaigns which made extensive use of radio and television. While with the New York brewery, he was actively associated with the "Miss Rheingold" campaign. He had a hand also in the highly successful "Stock Cellar 22" campaign which helped bring Goebel sales to a new high in 1951. The campaign leaned heavily on TV spots.

Mr. Graham is a member of the Princeton Club of New York, the Princeton Elm Club, the University Club of Detroit and the Adcraft Club of Detroit. He has a son, 14, and daughter, 11.

KXRN RENTON SALE

Price Is $50,000

SALE of KXRN Renton, Wash., for $50,000 to Harold E. Ridalls and William L. Simpson, general manager and commercial manager, respectively, of KRSC Seattle, was announced last week. Sale is subject to FCC approval.

The 250 w independent on 1230 kc was purchased from Robert S. McCaw, part owner of KYAK Yakima and KALE Richland, Wash., and Romig C. Fuller, owner of a Seattle advertising agency. Station is licensed to Interlake Broadcasting Co. The sale was handled by Blackburn-Hamilton Co.

Revisions in the 1952 Marketbook

Editor's Note:

The 1952 BROADCASTING • TELECASTING Marketbook involved more than a million separate computations. In so prodigious an operation it was inevitable that there would be some errors.

We made a few—the corrections are printed on this page. With each is printed the page, column and place in the column where it should appear to make it easy for your secretary to insert them over the incorrect lines. Just clip off on the dotted lines. Then, when you find the proper place, clip off the direction line printed in italic.

Page 19, under Market Indicators for Arizona, radio homes figure on left should read:

197,143 '50

Page 33, delete incorrect call letters KGON and replace with:

KONG

Page 36, under Market Indicators for Colorado, radio homes figure on left should read:

379,380 '50

Page 54, rates for WTWA should have been listed as:

D	1.50	2.60	5.98	11.96	20.93	29.90
N	1.50	2.60	5.98	11.96	20.93	29.90

Page 58, under Market Indicators for Idaho, radio homes figure on left should read:

164,704 '50

Page 59, under Market Indicators for Idaho, farm income figures should read:

$281,022,873 '49 $214,737,216 '44

Page 63, Col. 1, under WKEI Kewaunee, insert following rates:

D	4.00	5.00	8.00	15.00	25.00	40.00
N	5.00	5.50	12.00	20.00	30.00	50.00

Page 77, insert the following table:

	5M	10M	15M	30M	1 Hr.
D	256.50	384.75	513.00	769.50	1,282.50
N	513.00	769.50	1,026.00	1,539.00	2,565.00

Page 83, under Market Indicators for Maine, radio homes figure on left should read:

234,466 '50

Page 87, rates for WBZ-TV should read:

D	160.00	160.00	200.00	320.00	480.00	800.00
N	300.00	300.00	375.00	600.00	900.00	1,500.00

Page 112, under Market Indicators for Montana, radio homes figure on left should read:

170,702 '50

Page 117, under Market Indicators for Nevada, radio homes figure on left should read:

46,975 '50

Page 118, under Market Indicators for New Hampshire, radio homes figure on left should read:

150,983 '50

★

Page 119, under Market Indicators for New Jersey, radio homes figure on left should read:

132,632 '50

Page 125, Col. 1, correct rates for WGSM Huntington should read:

D	13.00	13.00	20.00	40.00	60.00	100.00

Page 123, Col. 1, delete top line of first listing for Cortland and insert:

CORNING, 17,685 population; 4,997 homes;

Page 158, Col. 1, figures for 1950 Employed in Jefferson County should read:

2,128

Page 162, Col. 4, rates for WCAU-TV should read:

D	100.00	100.00	150.00	240.00	360.00	600.00
N	220.00	220.00	300.00	480.00	720.00	1,500.00

Page 170, Col. 12, heading should read:

1948 Automobiles

Page 199, under Market Indicators for Vermont, radio homes figure on left should read:

100,212 '50

Page 205, under Market Indicators for Washington, radio homes figure on left should read:

720,731 '50

Page 215, under Market Indicators for Wyoming, radio homes figure on left should read:

81,845 '50

Page 220, under Massachusetts, insert:

WVOM Boston, 5kw DA-1, 1600kc—Armenian, Albanian, French, Greek, Irish, Italian, Jewish and Polish.

Page 226, under Yankee Network, insert the following:

WNAC Boston, WFAU Augusta, WIDE Biddeford, WICC Bridgeport, WALE Fall River, WEIM Fitchburg-Leominster, WHAI Greenfield, WONS Hartford, WHYN Holyoke, WLNH Laconia, WCOU Lewiston-Auburn, WLLH Lowell-Lawrence, WNBH New Bedford, WOCB Hyannis, WNLC New London, WBRK Pittsfield, WPOR Portland, WHEB Portsmouth-Dover (LS), WEAN Providence, WWON Woonsocket, WSYB Rutland, WWSR St. Albans (LS), WWCO Waterbury, Conn., WDEV Waterbury, Vt., and WORC Worcester.

MARKET INDICATORS FOR KENTUCKY

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,944,896	'50	2,845,627	'40
Urban Population	1,084,070	'50	(1) 849,327	'40
Rural Population	1,860,736	'50	(1) 1,996,300	'40
Total Homes	779,608	'50	698,538	'40
Percentage Radio	89.2%	'50	65.3%	'40
Radio Homes	695,410	'50	444,416	'40
Retail Sales	$1,920,930,000	'51	$1,677,541,000	'48
Automobiles	820,339	'51	783,724	'50
Telephones	496,600	'52	286,100	'45
New Construction	$ 211,600,000	'47	$ 123,900,000	'40
Farm Income	$ 417,112,436	'49	$ 337,632,941	'44
Internal Revenue Collections	$1,056,245,705	'51	$ 857,689,175	'50

(1) Old urban definition of Census Bureau.

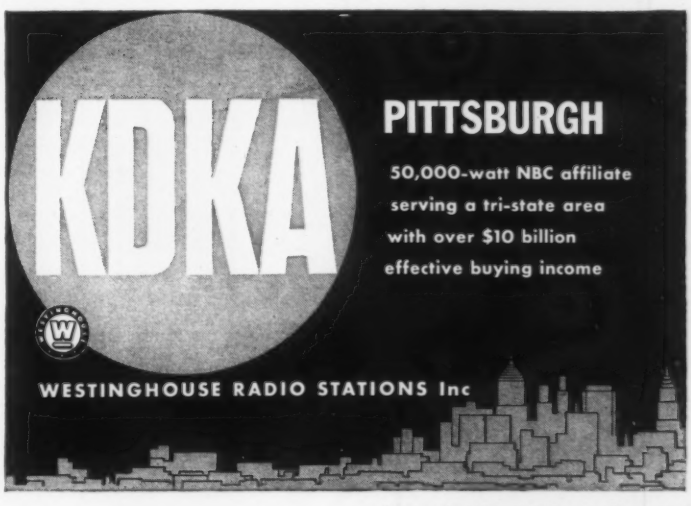
FM PROMOTION

NARTB Draws Up Xmas Plan

PROMOTION program to stimulate sale of FM-equipped radio sets during the Christmas season has been developed by John H. Smith Jr., director of the NARTB FM Dept. Material for a self-propelled promotion will be supplied FM-AM and FM-only members of NARTB.

Cooperating stations will carry announcements suggesting listeners buy FM-equipped table models as gifts. The station will supply respondents with information on where to get the receivers. Manufacturers will be told by NARTB where campaigns are being conducted. NARTB's kit will include details of a plan whereby stations can be told who gets the sets as well as copy for a suggested letter to be mailed with a program schedule on Christmas Eve.

INCREASE of 43% in business volume for August 1952 compared to same month last year reported by KSDO San Diego, according to Jack Heintz, vice president, general and commercial manager.



ATTENDING an NARTB District 13 session are (seated, l to r) Ralph Nimmons, WFAA-TV Dallas; Ralph Hardy, NARTB; George Storer Jr., KEYL-TV San Antonio, and Fred Kenkel, A. C. Nielsen Co., New York; standing Lewis Seibert, KGKL San Angelo; Richman Lewin, KTRE Lufkin; George Tarter, KCBD Lubbock; John Pearson, John Pearson Co., New York, and James Crocker, KRLD Dallas.

GROUPED at NARTB District 13 meeting are (seated, l to r) Eugene Roth, KONO San Antonio; Martin Campbell, WFAA Dallas; Kenyon Brown, KWFT Wichita Falls, and Harold Hough, WBAP Fort Worth; standing Gordon Thompson, KFYO Lubbock; Aubrey Jackson, KEYS Corpus Christi; O. L. Taylor, KRGV Weslaco; James Curtis, KFRO Longview, and Darrold Cannan, KFDX Wichita Falls.

Registration for NARTB District 13
Held at Fort Worth, Tex., Sept. 18-19 [B•T, Sept. 22]

Adams, Arno C. "Dick," AP, Dallas; Allen, Hugh, Lang-Worth, New York; Barkhurst, Clayton, KPET Lamesa, Tex.; Bell, Kelly, KOSF and KBRZ Nacogdoches, Tex.; Bradner, James W., KGBC Galveston; Bishop, Burton, KTEM Temple, Tex.; Bradbury, Bob, KPET Lamesa, Tex.; Brown, Clark R., John Blair & Co., Dallas; Barnes, Wade, Consolidated TV Sales, Houston; Brown, Kenyon, KWFT Wichita Falls, Tex.; Casey, John W., SESAC Inc., New York; Campbell, Martin, WFAA-TV Dallas; Clough, Charles E., KWFT Wichita Falls, Tex.; Cranston, George, WBAP Fort Worth; Cornwell, Blaine, KWFT Wichita Falls, Tex.; Connors, Howard, ASCAP, Dallas, Tex.; Curtis, James R., KFRO Longview, Tex.; Cook, Louis, KNOW Austin, Tex.; Crocker, J. W., KRLD Dallas; Chapman, R. W., KSTB Breckenridge, Tex.; Danbom, M. E., KTBB Tyler, Tex.; Deason, Willard, KVET Austin, Tex.; Doherty, R. P., NARTB, Washington; Dolberg, Glenn, BMI, New York; Douglas, J. H., GE Co., Dallas; Engle, Thaine, WBAP Fort Worth; Flynn, Roy M., KRLD-TV Dallas; Fox, William E., Jr., ASCAP, Dallas; Fender, R. E., RCA Victor, Dallas; Fellows, H. E., NARTB, Washington; Fry, Howard H., KFDX Wichita Falls, Tex.; Greene, Arthur L., KLTI Longview, Tex.; Granbury, Hugh, General Electric, Houston; Gould, Bob, WBAP-TV Fort Worth; Hussman, Walter, KCMC Texarkana, Ark.-Tex.; Herman, A. M., WBAP Fort Worth; Harding, George T., The Branham Co., Dallas; Hamilton, Ray V., Blackburn-Hamilton Co., Chicago; Hough, Harold, WBAP Fort Worth; Hardy, Ralph W., NARTB, Washington; Herndon, Ray, KTRH Houston; Hill, Fred C., KTRE Lufkin, Tex.; Hills, Ted., KXYZ Houston.

Johnson, Mott M., KFDX Wichita Falls, Tex.; Jackson, Aubrey, KEYS Corpus Christi, Tex.; Jackson, Wally, KCRS Midland, Tex.; Kenkel, Fred H., Nielsen Coverage Service, New York.; Kelley, Bill, KEYL (TV) San Antonio; Lally, Ed, WBAP Fort Worth; Kellam, K. K., KCNC Fort Worth; Kritser, Tom, KGNC Amarillo, Tex.; Langlois, Cy, Lang-Worth, New York.; Lewin, Richman, KTRE Lufkin, Tex.; Long, Maury, BROADCASTING • TELECASTING, Washington; Leonard, Joe M., Jr., KGAF Gainesville, Tex.; Lansing, Lucille, KGKB Tyler, Tex.; Locke, C. Blakey, KFDM Beaumont, Tex.; McDowell, Charles, ASCAP, Dallas; McGrew, Jack, KPRC and KPRC-TV Houston; McIntosh, Sid, KTFY Brownfield, Tex.; Morris, Dave, KNUZ Houston; Myers, Don, KCMC Texarkana, Tex.; Marti, George W., KCLE Cleburne, Tex.; Moseley, Thomas B., Allen B. DuMont Labs., Dallas; Marcy, Wayne E., Gates Radio Co., Quincy, Ill.; Montgomery, Robert, World Broadcasting System, New York; Nimmons, Ralph, WFAA-TV Dallas; Neil, Jack, KTRM Beaumont, Tex.; Ogle, Barney, KRGV Weslaco, Tex.

Pinkston, D. P., KSEL Lubbock, Tex.; Palmquist, John F., RCA, Dallas; Peart, William, AP, Dallas; Pierce, Les, KWFT Wichita Falls, Tex.; Perryman, Tom, KSIJ Gladewater, Tex.; Pengra, Marshall H., KGKB Tyler, Tex.; Pink, Jack L., KONO San Antonio; Roberts, Wm. A., KRLD-AM-FM-TV Dallas; Rutledge, David, The Katz Agency Inc., Dallas; Roth, Eugene J., KONO San Antonio; Reeh, Douglas, KSIJ Gladewater, Tex.; Roberson, Howard, KLYN Amarillo, Tex.; Roskelley, Ed, KEYS, Corpus Christi, Tex.; Stubblefield, Bill, NARTB, Washington; Stallings, J. C., KOSF Nacogdoches, Tex.; Stine, Al, AP, Kansas City, Mo.; Seay, C. Frank Jr., Collins Radio Co., Dallas; Seibert, Lewis O., KGKL San Angelo, Tex.; Speck, H. H., KCNC Fort Worth; Storer, George B., Jr., KEYL (TV) San Antonio; Taylor, O. L. (Ted), KRGV Weslaco, Tex.; Trigg, Cecil, KOSA Odessa, Tex.; Thompson, Gordon, KFYO Lubbock, Tex.; Tarter, George, KCBD Lubbock, Tex.; Wentworth, Ralph, BMI, New York; Wells, Melbadean, KULP El Campo, Tex.; White, Johnny, KFDX Wichita Falls, Tex.; Weis, Pierre, World Broadcasting System, New York; Weekley, C. F., Southwestern Bell Telephone, Dallas; Wilkinson, R. N., Caterpillar Tractor Co., Peoria, Ill.; Wommack, David A., KALT Atlanta, Tex.; Wood, Odie A., KBRZ Freeport, Tex.; Weatherby, Clyde, KCLW Hamilton, Tex.; Wyler, Karl O., Jr., KTSM El Paso, Tex.; Ward, Winston O., KIMP Mt. Pleasant, Tex.

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

EARLY LISTENING
Pulse Taps 6-8 a.m. Period

PULSE survey released last week points up the importance of radio in the hours between 6-8 a.m. It shows early morning listening in the New York area rose 30.7% since 1947. Survey also discloses:

Radio sets-in-use during the first six months of 1952 average 16.6% between 6-8 a.m., as compared with 12.7% during the same period in 1947 when TV was in its infancy. The largest increase took place between 6-7 a.m. with listening up 69.8% over the five-year span. From 7-8 a.m. the audience gain averaged 19.9% above the 1947 figure.

McGrath's NARTB Post

WILLIAM B. McGRATH, WHDH Boston managing director, who resigned his directorship of the Advertising Club of Boston because of other duties, will continue as director of NARTB District 1 and has not resigned the NARTB post as erroneously reported by BROADCASTING • TELECASTING last week.

JULES ALBERTI Productions, New York, radio and TV production firm, will produce series of radio spot announcements for C. L. Miller Agency, that city, on behalf of Mazola Oil.

CHICAGO COUNCIL
Six-Point Plan Proposed

CHICAGO Television Council at its first fall meeting in Chicago's Sheraton Hotel fortnight ago issued a six-point goal for the coming year.

The proposals were accepted unanimously by the board of directors. Members were given ballot sheets and asked to vote on them. Action on the proposals, it was said, would be taken according to the voters' preference. The recommendations follow:

1. Chicago Television Council will propose that all television stations in the Chicago area subscribe to the NARTB Code.
2. That the Chicago Television Council form a Television Observing Committee composed of members of the Council on a rotating basis so that eventually all the membership will be included. The purpose of this committee will be to report favorably or unfavorably, as it sees fit, on all new shows originating on the local stations and to be critical regarding commercials and show content. These reports to be given by the committee chairman at each meeting. It is suggested that a standardized check-list be provided by the Television Research Director for use by members of the committee.
3. A general proposal to be proposed and accepted by the Council towards banning bad and over-lengthy commercials on all stations, which would require the cooperation of advertising agencies, clients, etc.
4. Standardizing a yearly public service plan so that public service institutions are taken care of all year round, thereby relieving the pressure on clients, agencies, and stations during certain peak periods of the year, and, consequently, effecting more uniform and concrete approach towards public service information.
5. That the Council pass legislation and devote every effort towards cooperating with the building and establishing of an educational channel and station in Chicago, as proposed and accepted for endorsement by the Council.
6. That the Council establish a yearly Television Award for the greatest contributions made towards establishing television techniques as an art form and media of its own. These awards would be made for production, direction, advertising approach, camera techniques, etc. This is a plan which may utilize kinescopes and an annual display of model sets, kinescopes, scripts, still pictures, etc. at the Art Institute of Chicago.

Officers elected for coming year: George Heinemann, NBC, president; S. C. Quinlan, WBKB, vice president; Jerry Stolzoff, Foote, Cone & Belding, treasurer, and Mrs. L. S. Schwartz, Ad Council, secretary.

XUM

NEWS STOPPER

State Dept. Would Liberalize

STATE Dept. has notified the American Newspapers Publishers Assn. it will seek to liberalize certain provisions of the Atlantic City Telecommunications Treaty on possible press censorship.

ANPA protested last week that the treaty as written invites press censorship "by many countries." It asserted the U. S. should refuse to sign the treaty unless articles covering transmission of press messages are revised. Complaint was filed with Francis Colt DeWolf, department telecommunications official, by ANPA General Manager Cranston William.

A plenipotentiary conference of the International Telecommunications Union gets underway in Buenos Aires this Friday with Mr. DeWolf leading the U. S. delegation as chairman. He and other members of the State Dept. and FCC were leaving New York last Saturday for the conference, slated to last until Dec. 15.

Mr. DeWolf advised BROADCASTING•TELECASTING he had notified ANPA that the department is "sympathetic to its view" and would seek modification of Article 29 of the convention to obviate any possibility of peacetime press censorship.

ANPA "strongly objects" on grounds that "under its present reading any dispatch during peacetime can be willfully delayed or transmission stopped." Mr. Williams said that censorship "should be limited to military requirements only." Changes tentatively were agreed on earlier in conferences between FCC and newspapers, he added.

Purpose of the Buenos Aires conference is to review the work accomplished thus far on implementation of ITU's allocations table for radio spectrum frequency. Budget and administrative problems also will be discussed. Meeting is a followup to one held at Geneva last December. Plenipotentiary meets are held every five years under provisions of the telecommunications treaty negotiated in Atlantic City, N. J., in 1947.

The ITU convention is designed to accommodate all frequencies within the radio spectrum, with 50 or 60 participating nations pledging themselves as signatories.

Other members of the U. S. delegation are expected to be:

Harvey Otterman, State Dept. Telecommunications Staff, serving as vice chairman; Louis DelaFleur, engineer, FCC; Florence Trail, John D. Tomlinson, Sidney Cummins and Muccio Delgado (Voice of America), State Dept.; Capt. E. D. Bertholt, Defense Dept. (Navy); Philip Siling, RCA; Chauncey McPherson, American Cable & Radio Corp. (AT&T); C. K. Collins, AT&T; Fred Meinholtz, *New York Times*, an ANPA member.

Benedict Cottone, FCC general counsel, was originally named to the delegation but was later withdrawn by the Commission.

Reaction P-D-Q

WPDQ Jacksonville, Fla., made it possible for housewives of the area to conduct an hour-long interview with Tighe Woods, new director of the Office of Price Stabilization, when he visited Jacksonville on Sept. 18—and may have set a national pattern in the process. It was announced in advance that Mr. Woods would appear on the *Anne Daly Show* on WPDQ and answer questions sent in by listeners. The result: More questions than Mr. Woods could answer in the hour's air time, plus this quote atributed to him by the station: "We are going to continue with WPDQ's idea by having other state committees make similar arrangements. This use of radio to get 'grass roots' opinion is extremely effective."

FARRELL DAYTIMER

Examiner Proposes Grant

STATION on 1470 kc with 500 w daytime for Farrell, Pa., is proposed in an initial decision released Sept. 18.

Sanford A. Schafitz, applicant for Farrell, is a transformer design engineer for Westinghouse Electric Crop., Sharon, Pa.

KPRC OFFERS

Equipment to Educators

TELEVISION facilities valued at more than $150,000 have been placed at the disposal of the Houston, Tex., School Board by the Houston Post Co., licensee of KPRC-AM-FM-TV that city.

Offer was made by former Gov. W. P. Hobby, Houston Post Co. president, and Oveta Culp Hobby, executive vice president. A similar offer was made to the U. of Houston Board of Regents. The two educational organizations are joint licensees of Channel 8, Houston's non-commercial educational outlet.

Acceptance of the offer was indicated by Holger Jeppesen, chairman of the school board's TV committee, who said: "I find this one of the most generous offers we've ever had. There was no price tag on this but by checking I've found that we stand to get equipment valued in excess of $150,000."

The Hobbys in a letter to the board noted their interest in educational TV and "for these reasons, the Houston Post Co. has decided to offer to you, as a gift, certain of its present facilities. . . . These include without attempting to be specific, the studio building; sets and props; transmittal building; office, storage and shop space; 500-foot tower and its facilities. . . . "

The letter pointed out that should the offer be accepted, Channel 8 would be on the air sooner than anticipated. The gift will be effective about Feb. 1 when a new plant being constructed for KPRC-TV will be ready for occupancy.

CBC REPEATERS

Will Add 20 Stations

TO GIVE more adequate coverage of network programs to isolated Canadian communities, Canadian Broadcasting Corp. is building 20 additional 50-w transmitters to act as repeaters throughout Canada. This brings the total of such CBC repeater stations to 47. Most of these are located in railway telegraph offices and connected to the main CBC network landline system. They require little service, operate automatically, are started and stopped by the local telegraph operator and take their programs from the nearest CBC station.

The new repeater stations will be located, from East to West, at Grand Falls, N.B.; Megantic, Que.; Chapleau, Long Lac, Geraldton, Beardmore, Red Rock and Jamestown, north of Lake Superior in Ontario; at Jasper, Banff, Coleman and Blairmore in Alberta; at Natal, Hutton, McBride, Foster, Golden, Grand Forks, Greenwood and Lytton in the Rocky Mts. region of British Columbia. Date construction starts, when stations will go on the air, frequencies and call letters, have not yet been announced.

THEATRE TAX

Councilman Asks Repeal

PHILADELPHIA Councilman Victor H. Blanc has asked for the end of the theatre tax in order to take people away from television. He thinks the city ought to drop entirely its amusement tax, which he called discriminatory and unfair. Mr. Blanc spoke as a member of City Council's finance committee which has been hearing a proposed ordinance to make tax free entertainment presented by religious, educational and charitable institutions.

Mr. Blanc said the city should do something to encourage people to go to theatres and movies "where everybody benefits" because the citizen also enters stores and restaurants. It would be a good idea "to get them away from television," he said.

Kobak Talk Slated

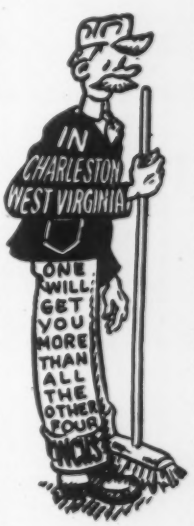
EDGAR KOBAK, business consultant, owner of WTWA Thomson, Ga., and president of the Advertising Research Foundation, will make an address titled "No Charts, No Graphs, No Facts, Just Bare Hands" at the 11th annual luncheon of The Pulse Inc., broadcast audience measurement organization, to be held Oct. 22 at New York's Hotel Biltmore.

Mr. Gene Edward
Markit Man
Buchanan-Thomas Adv. Agency
Omaha, Neb., U.S.A.

Dere Gene:

Th' boss sez you done went and got yourself a new job with a swell outfit. We got a fine show frum your company for thim Tidy House producks and our promoshun man haz bin out callin' on grocurs with your man. Whin you take a luk at this markit, be shure and notuce that WCHS with 5,000 on 580 covirs 32 counties in th' State. A feller with th' initials of B.M.B. sez thet more peeple in th' state lissens to WCHS then to any othur stashun. Thats shure a good reckord and we're a tryin' to keep makin' it better.

Yrs. for DeXoL,
Algy.



W C H S
Charleston, W. Va.

ASK TV BAN

Federal Lawyers' Stand

LAWYERS who work for the government don't think court trials or congressional hearings should be televised.

The Federal Bar Assn., an organization of government-employed attorneys, passed a resolution against TV at its annual convention last week in Washington. At the same time, the Washington chapter of FBA passed a similar resolution.

The motion against the telecast of "official legislative hearings in Congress and judicial proceedings" was made by James E. Palmer Jr., chief of the legislative and general section, Lands Div., Justice Dept. It followed a plea for such action by Rep. Emanuel Cellar (D-N. Y.), chairman of the House Judiciary Committee.

Ban on TV coverage of House hearings was imposed by House Speaker Sam Rayburn (D-Tex.) last February, when he forbade radio-TV broadcasts of House committee hearings on the ground that House rules did not sanction TV and newsreel cameras, still photographers, etc. [B•T, March 3].

His move was followed by an American Bar Assn. House of Delegates resolution aimed at preventing the telecasting of court trials and congressional hearing [B•T, March 10]. The New York State Bar Assn. passed a similar resolution last April. According to Rep. Celler, New York, Wisconsin and Georgia have passed legislation forbidding the telecast of sessions of their legislatures and committee hearings.

In the Senate, Sen. Pat McCarran (D-Nev.), chairman of Senate Judiciary Committee, introduced a resolution (S. Res. 319) which provided for a ban on radio-TV broadcast of Senate meetings and committee hearings [B•T, May 26]. This never was reported out of the Judiciary Committee.

TV is entertainment and puts the witness to an ordeal. That was the thesis of Rep. Celler's speech to FBA members last week.

"The conduct of legislative and judicial proceedings is not and never can be considered a matter of entertainment," the New York congressman said, "and I will always vigorously oppose their being televised for that purpose."

Effect of TV in a court room or a hearing is "to encourage the 'ham actor' in most people," Mr. Celler said. He feared, he said, that witnesses would be "badgered for the applause of the public." Referring to recent congressional hearings, which were televised, Mr. Celler declared that "the rights of witnesses are completely forgotten in the zeal to do a good job of acting."

High Office

Mr. Woodward

LISTENERS in Owensboro, Ky., need only keep their dial tuned to WVJS that city to hear the voice of their new mayor. He is LeRoy Woodward, WVJS' sports director. He was appointed to the top city post when the former mayor, Fred L. Weir, died. Mr. Woodward was serving his second term as city commissioner. He has been at the station since its inception in the posts of publicity director and sports announcer. In addition to sports director, Mr. Woodward is m. c. on the *Breakfast Club* program and announces special events.

Award to Miller

JUDGE JUSTIN MILLER, NARTB board chairman-general counsel, was presented with an award Tuesday by the Federal Bar Assn. "for meritorious services in the interest of the Federal Bar Assn. and the legal profession." Frank Delany, retiring FBA president, made the presentation. Judge Miller was FBA president from 1935 to 1937.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by BMI

STAY WHERE YOU ARE

On Records: **Tony Bennett—Columbia; Johnny Desmond—Coral; Jane Froman—Capitol; Blue Barron—MGM.**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

WTTG (TV) EXPANDS

Facilities in Relocation

WTTG (TV) Washington, Capital outlet for the DuMont TV Network, will be able to telecast local programs and simultaneously originate network shows as a result of its move to the Raleigh Hotel last Monday, the station reports.

The station formerly was located at the Harrington Hotel nearby. The 10th floor of the Raleigh Hotel provides new quarters consisting of two large studios and a control room. Studios are 60 by 40 feet and 40 by 40 feet. Two-story control room houses master control video and projection units at the top level and individual audio and switching facilities on the lower story. Rear screen projection and clients' booth also are provided.

The studios and DuMont equipment will permit audience participation programs, according to Walter Compton, WTTG general manager.

New quarters also include a conference room, and offices for production, talent, sales, traffic, engineering and executive operations. Construcion required eight months, and was supervised by Rodney Chipp, DuMont TV Network engineering director, and Malcolm Burleson, WTTG chief engineer.

CBC-TV, UNIONS

Control Struggle Looms

BATTLE is looming for union control of Canadian Broadcasting Corp.'s TV stations at Toronto and Montreal. National Assn. of Broadcast Engineers and Technicians have applied for certification before the Canadian Labor Relations Board on behalf of CBC engineers and TV camera personnel.

The International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators has begun organizational activities at Toronto on the premise CBC-TV is show business. No date has been set for NABET hearings before CLRB.

Community TV Plans

SOUTHERN California's first community antenna system, designed to bring TV to areas not now served will soon be installed in the San Bernardino and Laguna Beach regions. Jerrold Electronics Corp., Philadelphia, through contracts with Hoffman Radio Corp., Los Angeles, and locally organized corporations, are undertaking the project.

BENEFIT dance, conducted by Bob McLaughlin, KLAC Hollywood disc m.c., resulted in more than $11,000 for the City of Hope cancer fund. Gisele MacKenzie, star of NBC radio *Mario Lanza Show;* Les Brown's band, NBC radio *Bob Hope Show;* and Lawrence Welk's band, KTLA (TV) *Lawrence Welk Show,* were among artists who donated services.

The Timken Message

(Continued from page 29)

tion, lowered standards of living and restriction of personal freedoms. Welfarism means loss of self-respect as individuals and as a nation. No one gets something for nothing. For the socialistic welfare state, a very dear price will be exacted."

"Strikes . . . sabotage . . . and subversion . . . these are the tools of the communist. They will stop at nothing. They will bomb, burn, murder and destroy to achieve their political aims. Dishonesty and deceit are day-by-day practices of these frustrated dictators. Since the end of World War II, the Communist Party has been building up tight little cells in key industries. Their hoodlums, disguised as honest working men, are then placed where they can ruin machinery, blow up industrial power plants and carry on similar gangster activities, should the United States enter a war with the Soviet. The greatest mistake we can make is to underestimate the dangerous power of these communist yeggs. The destruction they could accomplish would be appalling. Only the determined resistance of American workers can defeat Communism, wherever it may be."

"While 534 available dental units representing an outlay of forty-thousand dollars, gathered dust in Veterans Administration depots, construction went blithely ahead and [VA] ordered 99 new units for VA Hospitals. Cost—$89,100. That's just one example of thrift—federal government style."

This Timken sponsorship of Fulton Lewis jr. in Canton is an interesting example of an important advertising trend—namely the use of radio and other mediums by manufacturers in their plant city as a means of getting messages to their employes and families, pressure groups and the public in general. While a fair amount of this business has been obtained by various radio stations, there's much more in the offing. It should certainly pay every station sales staff to spend plenty of time submitting ideas to all local manufacturing plants.

HENRY MORGAN, radio-TV comedian, begins three-hour "night owl" program titled *Here's Morgan* on WMGM New York, 12 midnight-3 a.m. EDT, Mon.-Sat., today (Monday).

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
35 West Fourth Street, New York 14, N. Y.

WHOL BID

Smith's Proposal Attacked

SHARP criticism of FCC Hearing Examiner Elizabeth C. Smith's proposal to re-grant to WHOL Allentown, Pa., its construction permit for 250 w fulltime on 1230 kc was contained in two exceptions to the initial decision filed with the Commission a fortnight ago.

Miss Smith's ruling, which sought to culminate a proceeding that has been before the FCC and the courts since 1946, also recommended denial of the competitive bid of Easton Pub. Co., Easton, Pa., operator of WEEX (FM) there [B•T, June 16].

Curtis B. Plummer, Chief of the FCC Broadcast Bureau, took exception to the initial decision for 160 reasons and Eliot C. Lovett, attorney for Easton Pub. Co., for 109 reasons.

"This initial decision is so fraught with error—in fact, law, and judgment—that the Commission is urged to review this entire record in the interest of rendering a fair final decision," Mr. Plummer said.

Easton Pub. Co. asserted that Miss Smith "by means of distortion of the record and by employing not only overemphasis and belittlement, but also disregard for the Communications Act, of the Commission's own policies and practice, of the issues specified by the Commission in this proceeding, of the decision of the Court of Appeals, and of the undisputed facts of record . . . has endeavored to support her arbitrary and emotional pre-judgment in this case."

Original construction permit was granted WHOL five years ago. But the hearing was re-opened when the U. S. Court of Appeals in 1949 remanded the case to FCC on the ground that its decision did not take into account the relative needs of Allentown and Easton, Pa.

WGRO PURCHASE

Gerity Assumes Operation

ACTIVE operation of WGRO Bay City, Mich., has been taken over by James Gerity Jr., Adrian, Mich., manufacturer and owner of WABJ Adrian, whose purchase of WGRO for $12,000 was approved by the FCC Sept. 10 [B•T, Sept. 15].

Others named staff members of WGRO are: O. W. Myers, WABJ general manager, who becomes managing director of both stations with headquarters at Adrian; Harley West, station manager; Phil Sanford, program director, and his wife, Doris Sanford, copy director. David Norton replaces Mr. West as sales manager of WABJ and Keith Roper of KVOR Colorado Springs becomes WABJ staff announcer, replacing Mr. Sanford. WABJ is applicant for vhf Channel 5 in Bay City [B•T, July 28].

AMONG those present at the joint meeting of Virginia Associated Press Broadcasters and the Chesapeake AP Radio Assn. at Virginia Beach Sept. 11 were (l to r) R. C. Embry, WITH Baltimore, Chesapeake association president; Adm. Lynde D. McCormick, Supreme Allied Atlantic Commander under NATO, and Maynard Dillaber, WMVA Martinsville, Virginia organization president. Adm. McCormick's talk was aired by WTAR-AM-TV Norfolk and WGH Newport News.

NLRB FINDING

Cites WALA, IBEW Local

COMPLAINT against both WALA Mobile, Ala. and an IBEW local, alleging certain unfair labor practices with respect to discharge of a radio engineer, was upheld by a National Labor Relations Board trial examiner last week.

In an intermediate report and recommended order, Examiner Sidney Lindner claimed that the station had discharged engineer John A. Thompson because he did not hold membership in the union. Complaint was filed by the engineer last October.

WALA reportedly had been assured by IBEW Local 1264 (AFL) that its request for Mr. Thompson's discharge was in accordance with the law and the station's union-security agreement with the union. The local was charged with unfair practices by "encouraging" WALA to "discriminate" against the employe and by denying him union membership.

WALA is licensed to Pape Broadcasting Co. and operates with 5 kw DA-N on 1410 kc. Mr. Lindner's preliminary findings are subject to final NLRB approval.

'VOTE' PRIZES

Judges Are Selected

PRIZES will be awarded, following November election results, to clubs of the Advertising Federation of America currently directing or cooperating in the national campaign to get-out-the-vote, sponsored by the American Heritage Foundation. The awards will be given jointly by the AFA and the foundation. Judges are:

Frank J. Reynolds, president, Albert Frank-Guenther Law Inc.; Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt Inc.; Louis A. Novins, vice president, Paramount Pictures Corp., and C. M. Vandeburg, foundation's executive director.

BISHOP FULTON J. SHEEN, national director of the Society for the Propagation of the Faith, will speak on NBC radio and television on Sunday, Oct. 12, at 3:45 p.m. in preparation for Mission Sunday, Oct. 19.

RCA EXPANSION

May Soon Enter New Field

RCA'S entrance into the range and heater fields was foreshadowed last week as the firm announced conclusion of negotiations with the Noma Electric Corp., New York, for acquisition of Estate Stove Co., Hamilton, Ohio, a Noma Div. The agreement is subject to approval by Noma stockholders at the next regular meeting scheduled for Nov. 5.

A joint announcement from RCA and Noma noted that Estate manufactures quality gas and electric ranges and gas and oil space heaters. RCA's plan is to form a new subsidiary, the RCA-Estate Appliance Co., with Cecil M. Dunn, who heads Estate Stove, as president.

Ohio Award

OHIO Assn. of Radio & Television Broadcasters received an annual Governor's Award for the advancement of Ohio's prestige Sept. 18. The award, made in Columbus at the annual Ohio Newspaper Banquet, was accepted by Robert Fehlman, WHBC Canton and OARTB president [B•T, Sept. 22]. E. F. Ireland, chairman, Ohio Development & Publicity Commission, cited the outstanding service rendered by the OARTB in devoting public service time to the promotion of recreational and industrial Ohio.

AAAA SESSION

Midwest Agencies To Meet

WHY a buyer's market is in the offing, and what sellers can do about it, are top questions to be posed at the management meeting of the Central Council, American Assn. of Advertising Agencies, in Chicago Oct. 9. The next day, representatives of midwest agencies will attend a general session. Meetings will be at the Drake Hotel.

At the management meeting on Thursday, Arno Johnson, vice president and director of research for J. Walter Thompson Co., New York, will outline advertising and marketing problems.

The management luncheon will be served to four groups, each representing agencies in a particular business volume bracket.

The general session on Friday will feature a report by Frederic Gamble, AAAA president, on his activities and the parent organization staff.

Among speakers and topics for that day are Charlotte Montgomery of New York, columnist for *Tide* Magazine, "Selling the Housewife"; John Harold Johnson, editor and publisher, *Ebony* magazine. "Selling the Negro Market"; Jack Cunningham, board chairman of AAAA and executive vice president of Cunningham & Walsh, New York, "An Expedition Into Some Closed Minds."

The Friday luncheon speaker will be Millard C. Faught, president of the Faught Co., New York, who will outline "The Future of Television." Afternoon speakers and their subjects: Otis Carney, J. Walter Thompson Co., Chicago, "The Creative Approach to TV Commercials"; Betty Betz, New York author, artist and columnist, "Selling the Teen-Ager"; Floyd S. Chalmers, executive vice president, Maclean-Hunter-Publishing Co., Toronto, "Selling to the Canadian Market"; Ladd Haystead, New York consultant and associate publisher of *Agriculture Leaders' Digest*, "Is Agriculture Listening?", and Robert E. Lang, director of Radio-Free Europe, New York, "Ideas Behind the Iron Curtain."

subject to prior sale—

We have a number of metropolitan market AM stations available for purchase. Some are network, others independent. Most of them are currently profitable while a few, strategically placed, require new aggressive management. TV potentials naturally vary.

Complete information furnished to bona fide inquiries.

R. C. CRISLER & Co.

RADIO STATION BROKERS—FINANCING

CINCINNATI, OHIO

1109 UNION TRUST BLDG. DUNBAR 7775

FCC actions

SEPT. 19 THROUGH SEPT. 26

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-sychronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 115.

September 19 Decisions . . .

BY COMMISSION EN BANC

AM—1540 kc

KCUL Fort Worth, Tex.—Is being advised that application for mod. of license to change power on 1540 kc from 1 kw-N, 5 kw-LS, to 25 kw-N, 50 kw-LS, would, in effect, nullify that portion of NARBA agreement which permits establishment of Class I-B station at Waterloo, Iowa, and, accordingly, is not being given consideration pending Commission consideration whether Commission rules with respect to 1540 kc and policy with respect to applications in conflict are inconsistent with new NARBA should be amended.

Change Location

WPIN Clearwater, Fla.—Granted CP to change location from Clearwater to St. Petersburg, Fla., and change trans. site, engineering condition.

Advised of Hearing

Springhill Bcstg. Co. Inc., Springhill, La., and Lone Star Bcstg. Co., Lone Star, Tex.—Are being advised that applications to operate new AM on 1300 kc, 1 kw and 500 w, respectively, involve interference considerations which indicate necessity of hearing, KIMS El Dorado, Kan., advised of possible interference from Springhill.

Petition Denied

WARN Fort Pierce, Fla.—By memorandum opinion and order, denied petition of WWPG Palm Beach, Fla., directed against Commission action of March 19, 1952 granting WARN CP for new AM on 1330 kc, 1 kw-D, granted WARN mod. CP for approval of ant., trans. and studio location.

Remain Silent

KHIT, Lampasas, Tex.—Granted authority to remain silent for 60 days from Sept. 28, 1952 pending financial reorganization; condition.

Application Dismissed

WCHO Washington Court House, Ohio—By order, dismissed application requesting SSA to operate unl. Sept. 19, Oct. 10 and 17, and Nov. 4.

Designated for Hearing

WDAS Philadelphia, Pa.—Designated for hearing in consolidated proceeding with applications of Penn Jersey Bcstg. Co., et al., scheduled for Sept. 22, 1952 in Atlantic City, application of WDAS to change facilities from 1400 kc, 250 w-unl. to 1480 kc, 1 kw-unl. made WHOM New York party to proceeding with respect to WDAS only.

September 22 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

WANA Anniston, Ala. — Mod. CP, which authorized new AM, to change from 1490 kc, 250 w-unl. to 1320 kc, 1 kw-D.

AM—1490 kc

WPID Piedmont, Ala. — Mod. CP, which authorized new AM, to change from 1280 kc, 1 kw-D to 1490 kc, 250 w-unl.

Extension of Completion Date

KMYC Marysville, Calif.—Mod. CP, which authorized change in frequency, power and installation of DA-N, for extension of completion date.

WVAM Altoona, Pa. — Mod. CP, which authorized installation of new trans., for extension of completion date.

KGKO Dallas, Tex.—Mod. CP, which authorized new AM, for extension of completion date.

KMYC-FM Marysville, Calif.—Mod. CP, which authorized changes in existing FM, for extension of completion date to 11-7-52.

Replace Expired CP

KECC Pittsburg, Calif.—CP to replace expired CP, as mod., which authorized changes in N maximum expected operating values.

Extension of Authority

ABC New York—Extension of authority to transmit recorded programs for period ending Nov. 9, 1953.

Change Studio Location

WJMC Rice Lake, Wis.—CP to change trans. and studio location and install new ant. and ground system.

Renewal of License

Following stations request renewal of license:

WTPS New Orleans; WMBL Morehead City, N. C.; WCVS-FM Springfield, Mass.; WSRS-FM Cleveland Heights, Ohio; WPAY-FM Portsmouth, Ohio; WPJB-FM Providence, R. I.; WLIL-FM Lenoir City, Tenn.; KECA-TV Los Angeles; KGO-TV San Francisco; WENR-TV Chicago; KHJ-TV Hollywood.

Replace CP

WKCS (FM) Knoxville, Tenn.—CP to replace CP, which authorized new noncommercial FM, which expired 9-2-52.

September 23 Decisions . . .

BY BROADCAST BUREAU

Modification of CP

KEUN Eunice, La.—Granted mod. CP for approval of ant., trans. and studio location and change type of trans.

WKKO Cocoa, Fla.—Granted mod. CP for approval of ant., trans. and studio location.

License Granted

WABJ Adrian, Mich.—Granted license covering installation of new trans.

Change ERP

KDYL-TV Salt Lake City, Utah—Granted mod. CP to change ERP from .004 kw vis. .002 kw aur. to .0055 kw vis. .0029 kw aur.; change trans. location and make minor ant. changes; ant. height 3080 ft.

Increase Antenna Height

WRKD Rockland, Me.—Granted mod. CP to increase height of ant. (264.5 ft. overall height).

Extension of Completion Date

KSWB Yuma, Ariz.—Granted mod. CP for extension of completion date to 10-1-52.

KMYC Marysville, Calif.—Granted mod. CP for extension of completion date to 9-21-52; conditions.

September 23 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

WPID Piedmont, Ala. — Mod. CP, which authorized new AM, to change from 1280 kc, 1 kw-D to 1490 kc, 250 w-unl. AMENDED to specify trans. and studio location.

License for CP

KVNC Winslow, Ariz.—License for CP, as mod., which authorized new AM.

KBRZ Freeport, Tex.—License for CP, as mod., which authorized new AM.

AM—1060 kc

KWSO Wasco, Calif.—CP to change from 1050 kc, 1 kw-D to 1060 kc, unl., DA-N. AMENDED to change power from 1 to 10 kw; DA-N to DA-DN; change type of trans. and trans. location.

Renewal of License

Following stations request renewal of license:

WVLN Olney, Ill.; KTRY Bastrop, La.; WNAW North Adams, Mass.; WTAC Flint, Mich.; WICA-FM Ashtabula.

Change ERP

WJPA-FM Washington, Pa.—CP to change ERP from 6.0 kw to 4.0 kw.

Extension of Completion Date

WFMY-TV Greensboro, N. C.—Mod. CP which authorized change in existing station for extension of completion date to 4-20-53.

TENDERED FOR FILING

AM—850 kc

WNEL San Juan, P. R.—CP to change from 860 kc, 5 kw to 850 kc, 10 kw; install new ant. system and change trans. location from between San Juan and Carolina to Barrio De Palmas, P. R.

APPLICATION RETURNED

WTVB Coldwater, Mich.—License for CP, as mod., which authorized change in hours of operation, increase in power, installation of DA, change in ant. system and change in trans. type.

September 24 Decisions . . .

ACTIONS ON MOTIONS
By Comr. E. M. Webster

Columbia Empire Telecasters Inc., Portland, Ore.—Granted motion to take depositions in proceeding re application, et al; granted petition to amend application to submit changes in stockholders, officers and directors; engineering data, etc.

Mount Hood Radio & Television Bcstg. Corp., Portland, Ore—Granted petition to amend application to submit revised technical specifications of application to increase height of proposed ant. by 114 ft.; granted petition of 9/11/52 to amend application to submit revised estimated initial costs of construction, etc.

Oregon Television Inc., Portland, Ore.—Granted petition to amend application to submit revised financial qualifications, submit change in studio location, etc; granted motion for order to take depositions in proceeding re application, et al.

Vancouver Radio Corp., Vancouver, Wash.—Granted petition to amend application to set forth certain changes in corporate, financial, and other information, etc; granted motion for order to take depositions in proceeding re application, et al.

Mt. Scott Telecasters Inc., Portland, Ore.—Granted petition to amend application to change proposed programming, height of ant, etc; granted motion to take depositions in proceeding re application, et al.

Portland Television Inc., Portland, Ore.—Granted petition to amend application in order to specify increased minimum hours of operation, submit revised engineering data to show change in ant. and trans. site and increase in ant. height, etc.; granted petition to take depositions in proceeding upon application.

Westinghouse Radio Stations Inc., Portland, Ore. — Granted petition to amend application to show new estimated construction and operating costs; reduce height proposed ant., increase vis. and aur. power, etc.

KXL Broadcasters, Portland, Ore.—Granted petition to submit amendment to articles of incorporation; revised Sec. V-C and V-G to increase height of proposed ant. by 300 ft.

Pioneer Broadcasters Inc., Portland, Ore.—Granted petition to amend application for purpose of submitting amended financial qualifications of applicant; change proposed trans. site; increase tower height and power, etc.

Chief, Broadcast Bureau — Granted petition requesting dismissal of protest of 8/28/52, by KFDM Beaumont, Tex., in proceeding re application of Ozarks Bcstg. Co., Springfield, Mo.; protest dismissed as moot.

Empire Coil Co. Inc., Tampa, Fla.—Granted petition for dismissal without prejudice of application.

City of St. Petersburg, St. Petersburg, Fla.—On Commission's own motion, removed from hearing docket application of City of St. Petersburg, Fla.

West Florida Bcstg. Service, Ft. Walton, Fla.—Granted petition for dismissal of application without prejudice.

Booth Radio & Television Stations Inc., Flint, Mich.—Granted petition to dismiss without prejudice application; dismissed as moot petition of Sept. 11,

FOR FINEST TAPE RECORDING

WPAT
Paterson, N.J.

USES
Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N.W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church Street, N.W. DEcatur 1231
Washington 5, D. C.
Member AFCCE

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

WALTER J. STILES
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
ATwater 4282
Washington, D. C.—REpublic 6160

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA, 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2556 *DUnlap 3-4871*

Member AFCCE

1952, to enlarge issues in proceeding re application, et al.

Sunflower Television Co., Wichita, Kans.—Granted petition to amend application to specify Ch. 10 in lieu of Ch. ; on Commission's own motion, removed application from hearing docket.

WKY Radiophone Co., Wichita, Kan.—Granted petition to amend application for purpose of submitting certain corrections to exhibit 3.

Port Arthur College, Port Arthur, Tex.—Granted petition for extension of time to Sept. 18, 1952, to file reply to Aug. 27 and 29 pleadings of Smith Radio Co., Port Arthur, Tex.

WNLC New London, Conn.—Granted petition to intervene in proceeding re applications of Penn Jersey Bcstg Co., Bristol, Pa.

By Hearing Examiner Basil P. Cooper

Orange Television Bcstg. Co., Tampa,

(Continued on page 114)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager: Assistant manager for new station in Albion, Michigan. Should know sales and small market operation. Good opportunity. Also hiring salesmen and combo men with licenses. M. Wirth, WOAP, Owosso, Michigan.

Commercial manager wanted by 250 watt fulltime station. Must have a man who can create and sell his creations, who is willing to pound the pavement for advancement. Salary in line with proven ability plus commission. Send full information to W. Kemble, 142 Main Street, Lockport, N. Y.

Salesmen

CBS station in highly competitive Southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 410R, BROADCASTING • TELECASTING.

Local salesman. Southwestern network affiliate wants top man. Now interviewing. Generous salary, car allowance, commission. Photo necessary. Box 486R, BROADCASTING • TELECASTING.

Salesman-announcer. Versatility and love of radio paramount. Sound basic knowledge of sales both on and off air. Small Central Florida community offers good sales potentials and pleasant living if you are willing to work. Send full particulars including phone number. Box 541R, BROADCASTING • TELECASTING.

Experienced, strong, salesman, steady. Northeast. High draw plus. Box 542R, BROADCASTING • TELECASTING.

Wanted—Experienced local sales manager for 250 watt radio station in Southeastern New Mexico. Must be male with car. Salary according to ability. Will work with continuity chief. Immediate opening. Write to Dave Button, KSVP, Artesia, New Mexico.

Salesman with good sales record, and who believes in aggressive action, and knows his personal worth, and is convinced that his income can only be limited by his own initiative and ingenuity, is needed immediately by an independent 1 kw fulltime radio station located in the Tidewater, the largest market of Virginia and one of the fastest growing markets in the country. Send photo, references, record of sales, and weekly draw against commission expected to William M. Manrov, Manager, Station WCAV, Helena Building, Norfolk, Va.

Wanted. Experienced salesman for Michigan 1,000 watt independent in rich resort, industrial and agricultural area. Single market. WHFB, Benton Harbor, Michigan.

Experienced, married salesman will be given active, established accounts now serviced by manager. Weekly draw against commission. Car expense arrangement. Personal interview necessary. WLPO, La Salle, Ill.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. $80. for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer-engineer with first phone. Must have top announcing ability. CBS station in Southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Box 319R, BROADCASTING • TELECASTING.

Experienced announcer wanted by Minnesota station. Must be able to type and own car. Good salary. Good opportunity for right man to earn extra money selling. Box 380R, BROADCASTING • TELECASTING.

Wanted immediately—announcer-engineer with first class to work in 250 watt network station in Southeastern New Mexico. Good salary depends on experience and ability. Box 385R, BROADCASTING • TELECASTING.

Personality DJ, chuckle-provoking ad-lib, zany, trick—"cue-ins," character voices—impersonations. Single. Ohio. Box 434R, BROADCASTING • TELECASTING.

Morning personality by Midwest 5 kw station. Capable of handling Western shows and building strong morning audience. Unlimited opportunity in one of Midwest's most progressive stations. Send audition, photo, full details and salary requirements to Box 463R, BROADCASTING • TELECASTING.

Network station has immediate opening for staff announcer who can do good news job. Send all information, salary requirements and audition first letter. Box 485R, BROADCASTING • TELECASTING.

Operator - announcer with first class phone. Announcing experience preferred. Mutual - ABC affiliate. Ideal working conditions. $65.00 to start. Box 505R, BROADCASTING • TELECASTING.

Wanted: Announcer-engineer. Florida West Coast station. Send resume, audition. Replies confidential. Box 506R, BROADCASTING • TELECASTING.

Five kw Northeastern Ohio network affiliate needs experienced and versatile sports announcer start immediately. Send full information, disc or take picture and references. Box 535R, BROADCASTING • TELECASTING.

Engineer-announcer, 1 kw Southeast independent, TV future. $60.00 for 40 hours, 1½ overtime. Send disc or tape, picture, employment record, etc. Box 527R, BROADCASTING • TELECASTING.

Announcer-engineer, first phone. Announcing all important. Disc required. ABC affiliate, Rocky Mountain region. An excellent job to the right man. Box 530R, BROADCASTING • TELECASTING.

Here is a wonderful opportunity for a disc jockey who can build an audience and sell. We need a strong personality who wants to live in a medium sized Midwestern city and become a part of one of the most progressive and effective radio operations in the country. Send full information, tape and picture, first letter. Box 545R, BROADCASTING • TELECASTING.

$70.00 per week. Announcer with first class ticket. Central North Carolina. Must be good announcer. Box 548R, BROADCASTING • TELECASTING.

Announcer for night shift, with knowledge of good music, ability to do play-by-play would help but not essential. Midwest 250. Audition tape and references required. Box 556R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Top announcer-engineer as DJ, personality for progressive independent in major Northwest market. Excellent remuneration for good man. Write Box 558R, BROADCASTING • TELECASTING.

Combination announcer-engineer. First ticket. $275 month. Permanent. Wire collect. KCID, Caldwell, Idaho.

Engineer-announcer. Emphasis on announcing. Send complete details including audition. Scale $80. for 40 hours. KREW, Sunnyside, Washington.

Needed—Mature, stable announcer with ability. Minimum of two (2) years experience. First ticket preferred but not required. Salary $70.00 up depending on ability if you're good enough to work on a big station yet will be happy with equivalent pay scale on progressive 250 watter in town of 1,300. Contact KNCM, Moberly, Missouri.

Announcer-engineer, emphasis announcing. $75.00 week. Mail audition to KTFS, Texarkana, Texas.

Combination announcer-engineer wanted by WBYS, Canton, Illinois. Send disc or tape, full particulars. Salary strictly open, advancement open, housing good. Apply now.

Combination announcer-engineer, first class ticket. Emphasis on announcing. Will take inexperienced man who shows promise. Kilowatt daytime station serving Southern Illinois. Adequate housing, good living conditions, available recreational facilities. $65.00 per week to start. Contact General Manager, WFRX, West Frankfort, Ill.

Need staff man strong on western shows. $75.00 per week. Audition records will be returned. Write Jerome Sill, WMIL, Milwaukee, Wisconsin.

Announcer, good staff and ad - lib. $63.00 for 44 hours. Contact Jerry Stone, WNDB, Dayton Beach, Florida.

Announcer-engineer. Good announcing, willing worker, know music, Southerner only. Can make chief. Ideal working conditions, excellent salary, permanent. Send photo, audition, details to: Win Beaver, WRAG, Carrollton, Alabama.

Wanted — Announcer with first class phone ticket. Salary commensurate with ability. Opportunity to attend Mississippi State College on off hours. Joe Phillips, Manager, Radio Station WSSO, Starkville, Mississippi.

Technical

Virginia kw needs engineer. State minimum salary expected. Box 436R, BROADCASTING • TELECASTING.

Chief who can announce wanted immediately. $325. per month. Genial staff, small CBS station. Box 440R, BROADCASTING • TELECASTING.

Wanted—Chief engineer . . . 5000 watt Midwest directional. AM operation with TV application. Send full particulars including experience and minimum salary accepted to Box 462R, BROADCASTING • TELECASTING.

First class operator CBS in Southwest. RCA transmitter close in. No announcing. $70.00, 48 hours. Box 554R, BROADCASTING • TELECASTING.

Need immediately, one first class experienced combination engineer-announcer. Starting wage $60.00 week. Central Ohio. Independent. Ohioians preferred. Box 561R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted: First class engineer. No experience required. Virginia network station. Excellent working conditions. Box 571R, BROADCASTING • TELECASTING.

First class engineer for 250 watt small town network station. Good chance to start at the bottom. Box 580R, BROADCASTING • TELECASTING.

Attention North Carolina engineers—CBS affiliate requires experienced engineer, interview necessary. Box 581R, BROADCASTING • TELECASTING.

Engineer wanted. KOPR, Butte, Montana. Car necessary.

Chief engineer. Must be able to take relief shift of announcing. Scale $88.00 for 40 hours. Send complete information including audition. KREW, Sunnyside, Washington.

Wanted—Chief engineer, 250 watt CBS station in Southwest. Man we want is good technician and probably now employed as assistant engineer at larger station. Announcing ability desirable but not essential. Good salary to good technician. Write full qualifications to: Jim Duncan, KSIL, Silver City, New Mexico.

Have immediate opening for first class operator with or without experience, call or wire Lloyd McKinney, Chief Engineer, WACL Waycross, Georgia.

Transmitter engineer for 5 kw station. Must have car. Advise experience and salary expected. Contact Chief Engineer, WGAC, Augusta, Ga.

New York regional station, directional antenna, has opening for a good engineer. Car necessary. Write WINR, Binghamton, N. Y. for interview. TV planned.

Wanted—First class operator, with or without experience. No announcing. Heavy on maintenance for small station planning expansion. WKBI, St. Marys, Penna.

First class engineers and combos with tickets. WKEI, Kewanee, Illinois.

Engineer-announcer with first phone. Send recording, state salary. WLEU, Erie, Pennsylvania.

Immediately—Engineer-announcer for network station. Send salary requirements, background and disc first letter. WMLT, Dublin, Georgia.

Wanted—First phone man to fill opening now. WRLD, West Point, Georgia.

Experienced first class engineer, capable of becoming chief. Radio Station WSSV, Petersburg, Va.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Licensed engineer for 1000 watt ABC affiliate. Experience helpful but not necessary. Excellent opportunity for advancement. Ideal living and working conditions in medium sized Michigan town. No announcing. Write or call WTTH, Port Huron, Michigan.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

Experienced girl copywriter. Secretarial experience and shorthand desirable. Above average pay. Penna. daytimer. Send lots of sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

Copywriter for busy independent Western New England station to handle all copy writing. Also, write and broadcast daily women's show, of interest to housewives. Give complete details first letter. Excellent opportunity with progressive station. Box 375R, BROADCASTING • TELECASTING.

News director. Here is an opportunity at a network affiliate in a large progressive market where the station's coverage also includes a wide rural and small town audience. This is a Mid-Southwest location. The man we want is now doing an excellent news job at a local or regional station and is ready for additional responsibilities. Write, giving full particulars to Box 536R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

News director - supervisor, five - man sports, farm and news department. Only experienced men with Journalism Degree need apply. Good salary with bonus. 5 kw Midwest. Box 544R, BROADCASTING • TELECASTING.

Immediate opening for a male or female continuity chief. Experience preferred. Complete charge of all continuity. Send letter, full details, copy samples. Healthful climate, progressive town. Salary according to ability. Write to Dave Button, KSVP, Artesia, New Mexico.

Copywriter needed at once 50,000 watt CBS affiliate. Must be able to furnish background of successful experience, be competent and stable. If interested send photo, experience and full details to KWKH, Shreveport, Louisiana.

Womens director. Experienced. Cleveland basic network. Send disc, tape, photo. Salary expected first reply. Fill position three weeks. Rush. Send to Bruce McDonald, WJW, Cleveland, Ohio.

Television

Managerial

New VHF television station important Midwest market accepting applications for all positions except general manager. Give complete details first letter. Include photo, experience, references, salary expected, availability date. Box 552R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Manager, assistant manager, program manager. AM-TV. 20 years experience major networks, all phases. Aggressive, idea man, happily married, two swell kids. Box 482R, BROADCASTING • TELECASTING.

Merchandising, broadcasting and communications background; practicing lawyer now employed in radio; capable organizer - supervisor; economy-minded. Box 525R, BROADCASTING • TELECASTING.

Family man, 37, fully qualified to accept and operate successfully, single station operation. Sober, reliable and experienced. Presently employed in top metropolitan operation. Background complete in all phases. Box 526R, BROADCASTING • TELECASTING.

Apprentice manager. Employed announcer, experienced, wants to learn managerial work in Midwest preferably Wisconsin. Box 531R, BROADCASTING • TELECASTING.

Desire manage new station in small market. Excellent radio background. First phone. Box 563R, BROADCASTING • TELECASTING.

Manager or sales manager. Over twenty years of constructive radio background. I have the desire and ability to do a good job in management and sales. Can furnish the best of reference. Box 577R, BROADCASTING • TELECASTING.

Salesmen

Salesman, college graduate, veteran, 26, single. Theatre press agent experience, seeks selling opportunity anywhere. Box 539R, BROADCASTING • TELECASTING.

Announcers

Announcer—six years. Staff, audience shows. Prefer West. Now employed. Minimum $70. Box 444R, BROADCASTING • TELECASTING.

Young announcer with news and DJ experience, veteran and single. Box 472R, BROADCASTING • TELECASTING.

Announcer, DJ, looking for permanency in East, Midwest or South. Good idea man! Box 476R, BROADCASTING • TELECASTING.

Hillbilly personality DJ. Must play personals. News, commercials, board. Progressive station only. Prefer Ohio, Penna. All considered. Background, tape request. Box 514R, BROADCASTING • TELECASTING.

Disc jockey. Good staff. Three years solid commercial experience. Available immediately. Box 529R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

If experience counts, I'm your man! 19 years radio—1 year TV. Have announced and produced top network shows. News, DJ, MC, etc. Best references. Tape, picture and background on request. Box 528R, BROADCASTING • TELECASTING.

Experienced announcer, deep resonant voice, operate console, draft exempt, sober, strong on DJ, including hillbilly. Box 533R, BROADCASTING • TELECASTING.

Versatile announcer: Four years constant experience. Strong on commercials (punch or casual). Want good future with news, disc and interview type shows. First phone. Box 537R, BROADCASTING • TELECASTING.

Topflight announcer, family man, desires permanency with AM or TV station in Midwest. Box 538R, BROADCASTING • TELECASTING.

Conscientious announcer with first phone. Experienced. Good DJ. Married. Box 540R, BROADCASTING • TELECASTING.

Available now for a real opportunity. Young, draft exempt announcer-control board operator with no aversion for small communities. Box 543R, BROADCASTING • TELECASTING.

Announcer. 4 years experience all phases in major Eastern market, would like to grow with New England station. Travel anywhere for interview. Box 550R, BROADCASTING • TELECASTING.

Announcer—Dependable, versatile with six years experience both announcing and programming. Top DJ, news, audience participation. Excellent selling voice. Single, 28, draft exempt. Looking for position in metropolitan area. Contact this willing and able worker at Box 553R, BROADCASTING • TELECASTING.

Newscaster 3 years background. AFRS Network. College graduate, single, knows all boards. Full tape recording knowledge. Available immediately. Box 565R, BROADCASTING • TELECASTING.

All-round announcer, good on news, commercials, man-on-street, play-by-play, seeks staff position with sports-minded station. Can operate board. Single. Disc on request. Box 566R, BROADCASTING • TELECASTING.

Announcer, strong on commercial, DJ and news. Recent graduate SRT. Veteran, 23, single. Anywhere. Box 567R, BROADCASTING • TELECASTING.

Announcer-Top DJ, news or commercial man. Married, 28, draft exempt, prefer days. 3½ years experience—past 2 years did all-night platter show on 50,000 watt station (Cincinnati, Ohio). Reference, photo, tape if required. Box 568R, BROADCASTING • TELECASTING.

Two experienced announcers—to work as team. Intelligent delivery, effective voice contrast. We know production programming that sells. At present handling eight commercial newscasts daily. Extensive musical knowledge. For details write Box 570R, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, veteran, 26, one year experience. Strong DJ, friendly, sincere delivery. Box 572R, BROADCASTING • TELECASTING.

Announcer - engineer leading radio school graduate. Almost three years experience. Straight announcing—pop, classic, DJ, special events, friendly style. Northeast only. Position as announcer preferred. Box 573R, BROADCASTING • TELECASTING.

Bass-voiced announcer, family man, wants position with future and advancement, presently employed. Four years experience. Prefer Midwest. Eager. Box 574R, BROADCASTING • TELECASTING.

Excellent announcer, 6 years experience, authoritative news. Tops on musical and live shows. Married, 29. Box 582R, BROADCASTING • TELECASTING.

Good all-round staff, disc jockey, news man. Experienced. Available anytime for Western U. S. Tape, letter and photo on request. Jack Burns, P. O. Box 885, Mesa, Arizona.

Technical

Engineer, experienced chief, maintenance. Excellent record. Box 429R, BROADCASTING • TELECASTING.

Engineer, eight years, 28, car, college. Permanent. Notice. Box 445R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Three years constructional experience, four years operational experience, one year chief engineer 250 watter, want more work, more responsibility and more money. Western state. Box 532R, BROADCASTING • TELECASTING.

Chief engineer, experienced all phases. Can announce. References, tape furnished on request. South preferred. Box 534R, BROADCASTING • TELECASTING.

First phone—No broadcast experience. Technical school graduate-TV studio transmitter training. Married, veteran. Box 546R, BROADCASTING • TELECASTING.

First phone-tech school graduate. No experience. Will travel. Single, 25, one year college. Box 547R, BROADCASTING • TELECASTING.

Combo—Experienced, first class engineer and versatile announcer. Qualified for both staff and free lance work. Available December 1. Prefers native state of California. Box 557R, BROADCASTING • TELECASTING.

Engineer, first phone, 32, veteran, 4½ years varied experience 1 kw to 50 kw AM, FM, past year chief of independent. Desire position large market station. Box 562R, BROADCASTING • TELECASTING.

First phone, 1½ years experience. All phases AM and TV. Veteran, 26, married, will travel. Box 564R, BROADCASTING • TELECASTING.

Announcer, first phone. Good quality voice. Seventy-five minimum. West only. Box 569R, BROADCASTING • TELECASTING.

Engineer, first. One year experience. Travel. Edward Bauer, 34-16 41st St., Astoria, New York.

Transmitter operator. First license, considerable broadcast experience. Single, move anywhere. References. Please specify requirements. Lewis Sherlock, General Delivery, Denver, Colorado.

Production-Programming, Others

Continuity writer, 4 years radio and newspaper. Wishes North Central territory. Box 523R, BROADCASTING • TELECASTING.

Top continuity man wants offer! Experienced and presently employed. Wants position with future with operation that's first class. 25, draft exempt and ambitious! Writes copy that sells. All replies acknowledged. Box 524R, BROADCASTING • TELECASTING.

No genius. No hotshot world beater. Steady workman who knows his trade, looking for program director's job. Experienced independent and network outlets. Strong background of writing and production. Solid ideas for programming, promotion and merchandising. Complete summary by return mail. Box 555R, BROADCASTING • TELECASTING.

Sports director: AM or AM with TV pending. Four years sports experience, steady advancement—football, baseball, reconstruction, special events interviews; staff announcing. Also interested in program direction. small station. Box 575R, BROADCASTING • TELECASTING.

Television

Managerial

Director TV operations. Can set up and operate new TV station. Solid background, management, programming, sales. Now with aggressive television station. Family man. Top references. Good record in industry. Contact Box 559R, BROADCASTING • TELECASTING.

Production-Programming, Others

TV producer-director, excellent academic and actual television background averaging 20 air hours of directing for past six months with top-notch station, desires change. Very best references. Box 560R, BROADCASTING • TELECASTING.

Available January First. Imaginative TV director. Two years experience. Complete production background. Want responsibilities. Box 576R, BROADCASTING • TELECASTING.

For Sale

Stations

Rocky Mountain station. No competition. Volume over $65,000. year. Priced to sell. Box 521R, BROADCASTING • TELECASTING.

(Continued on next page)

APPLICATIONS

NOW BEING ACCEPTED FOR

RADIO STATION KGKO

DALLAS, TEXAS

▼

POSITIONS AVAILABLE INCLUDE:

Program Director

Receptionist and Stenographer

Announcers

Bookkeeper

Salesmen

Continuity writers

Engineers (must be experienced with directional arrays)

▲

Applicants must give complete history, including recent photo.

LEONARD COE, MANAGER
RADIO STATION KGKO
CLIFF TOWERS HOTEL
DALLAS, TEXAS

For Sale—(Cont'd.)

Southwest Texas fulltime Mutual, single station market. Finest building and equipment. Engineer owner. Making money. $55,000. Box 522R, BROADCASTING • TELECASTING.

Midwest station, AM-FM, 1 kw xtmr, metropolitan market. Desirable location. Monthly net $2,000. Box 549R, BROADCASTING • TELECASTING.

Western and midwestern station. Independents, affiliates. Priced from $12,000 up. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

40-New, Cat. No. 14F439, .25 MFD, 20,000 volts, D. C. General Electric capacitors. Case dimensions: 4-11/16"x 8"x7" high. 11-11/16" overall height. Weight, 18 lbs. Price, $40.00 each F.O.B. shipping point. Box 515R, BROADCASTING • TELECASTING.

Used heavy duty guyed 235' tower. Formerly supported heavy FM antenna. Suitable for some TV antennas. Dismantled. Midwest area. $1,500. cash. Write Box 551R, BROADCASTING • TELECASTING.

One Stancil-Hoffman Minitape, good condition, contact Victor Voss, Radio Station WWCA, Gary, Indiana.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

Used test equipment. RCA 69C noise and distortion measuring set recently 100% reconditioned by RCA, in excellent shape, $200.00; Hewlett-Packard 325B noise and distortion set in fine condition, $175.00; Hewlett-Packard 320B noise and distortion unit, old but okay, $35.00; National HF 5 receiver with power supply, 20-500 MC regenerative, ideal for monitoring high frequency AM or FM, practically new, $50.00. Terms cash with order, F.O.B. Quincy. Gates Radio Company, Quincy, Illinois.

Wanted to Buy

Stations

Wanted to buy—Station in single station market preferably daytime out of TV coverage. Write full particulars and terms to Box 602, Dunn, North Carolina.

Equipment, etc.

Want used 250 watter in good condition for use as spare. Give complete details. Prefer Northeast area where inspection is possible. Box 374R, BROADCASTING • TELECASTING.

Wanted—1,000 watt AM transmitter, microphones and turntable, state price, make and condition. Reply Box 578R, BROADCASTING • TELECASTING.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. **Both** residence and correspondence **courses** available. Grantham Radio **License** School, 6064 Hollywood Blvd., **Hollywood 28,** California.

First class phone license at our resident school. Also correspondence course. Serving the industry since 1937. Write now for catalogue. Don Martin Radio & TV School, 1653 North Cherokee, Hollywood 28, Calif.

Help Wanted

Salesmen

SALES MANAGER AVAILABLE

Over 25 years experience. 17 years as vice president in charge of sales for a leading independent radio and TV station. Complete radio & TV knowledge. Result - producing sales executive with excellent background. Box 520R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

IDEAS THAT SELL
What is radio or TV selling?
IDEAS? (I HAVE THEM)
I am presently commercial manager-program director independent now tops in audience and sales in 4 station market. After 4 years, present job potential exhausted. Want radio-TV managerial future. Age 30. Ten years experience all phases radio; 6 months TV. Veteran airwork news-sports. Box 579R, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

—WILL SELL—
IMMEDIATE DELIVERY
RCA TELEVISION 16MM PROJECTOR
TYPE TP—16A

Also Jeep Type Camera and two (2) 1850-A Iconoscope Tubes.

L. SHERMAN ADAMS
200 Berkeley St.,
Boston 16, Mass.

FCC Actions

(Continued from page 111)

Florida—Granted petition to amend application to specify new site which will not constitute a possible air navigation hazard and to bring application up-to-date with respect to proposals for financing, et al.

KHIT Lampasas, Tex.—Granted petition for continuance of hearing in proceeding re application for renewal of license from Sept. 15 to date to be announced after Commission has acted on presently pending petition to reconsider and grant application without hearing.

By Hearing Examiner Leo Resnick

Chief, Broadcast Bureau — Granted petition for extension of time from Sept. 19, to Oct. 3, 1952, for all parties, for filing proposed findings with respect to remaining issues in proceeding re applications of Paramount Pictures Inc., et al and notice is given that favorable consideration will not be granted any petitions for further extensions of time.

By Hearing Examiner H. B. Hutchison

WDAS Philadelphia — Granted petition for order authorizing taking of depositions of certain witnesses in proceeding re applications of Penn Jersey Bcstg. Co., Bristol, Pa., on Sept. 22, 1952, in Philadelphia.

Vacationland Bcstg. Co., Fort Walton, Fla.—Granted petition to amend application to reflect change of applicant from partnership to corporation; to change name of applicant to Vacationland Bcstg. Co. Inc., to show stock interest in new corporation; application, as amended, is removed from hearing docket.

By Hearing Examiner James D. Cunningham

Denver Television Co., Denver, Col.—Granted petition to amend application to supply names of additional persons who will become stockholders in event of grant of CP to petitioner; revised financial data; change location proposed main studio and to increase ant. height, etc.; application, as amended, continued in hearing status.

KMYR Bcstg. Co., Denver, Col.—Granted supplemental motion to amend application to include current financial statement, additional agreements with stock subscribers, and revised data concerning program plans; application, as amended, is continued in hearing status.

For Sale—(Cont'd.)

—TV APPLICANTS—
NEW
TV TRANSMITTER AVAILABLE

Make offer for brand new RCA TT58 Channel 7-13 TV transmitter, tubes, SB filter, crystals, control console included. Transmitter crated, ready to ship from RCA, Camden.

Box 511R

BROADCASTING • TELECASTING

EQUIPMENT FOR SALE

Western Electric AM transmitter 451-A1, tubes and two 702A crystal oscillators with 7A crystals for 1340 kc.

General Radio frequency monitor type 1181A with tubes and crystal.

Modulation monitor type 193A with tubes.

Limiting line amplifier with tubes. Antenna tuning unit type Western Electric.

400 ft. 7/8" coaxial transmission line, 70 ohm nominal impedance.

2 Rek-O-Kut turntables, model G2 mounted on a turntable cabinet, side by side with associated switches, etc.

3 Hi-fidelity monitor amplifiers, WE type 124 with tubes.

1 Par-metal relay rack.

1 Rek-O-Kut disc recorder with heavy duty drive turntable, overhead cutter drive assembly, amplifier, switches and cabinet.

Program line equalizer.

2 Brush Soundmirror tape recorders, Model 401.

3 12" monitor speakers mounted in wall baffles.

Portable remote amplifier WE type 22D with carrying case power supplies and tubes.

2 WE microphones type 639A, 3 AV 635 microphones and cordage.

All equipment in good condition and most attractively priced for quick sale. Change to 1,000 watts makes above equipment available.

Contact

RADIO STATION WLEX, LEXINGTON, KENTUCKY

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

September 24 Applications . . .

ACCEPTED FOR FILING

Increase Antenna Height

WKAB Mobile, Ala.—CP to increase ant. height.

Modification of CP

WAMI Opp, Ala.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

AM—1580 kc

WBRD Ft. Lauderdale, Fla.—CP to change from 1580 kc, 250 w-D to 1580 kc, 1 kw-unl.; install DA-DN; install new trans. AMENDED to make changes in DA-N.

Change Transmitter Location

WGGA Gainesville, Ga.—Mod. CP, which authorized changes in existing AM, to change trans. location.

Extension of Completion Date

WKSR Pulaski, Tenn. — Mod. CP, which authorized changes in existing AM, for extension of completion date.

WRCM (FM) New Orleans—Mod. CP, which replaced expired CP which authorized new FM, for extension of completion date.

Change Operating Hours

KLVL Pasadena, Tex.—CP to change from D to unl.; 500 w-N, 1 kw-D; install DA-N; AMENDED to make changes in DA system.

Replace Expired CP

WSTP-FM Salisbury, N. C.—CP to replace CP, to make changes in existing FM, which expired 6-10-52.

Renewal of License

Following stations request renewal of license:

WJLN (FM) Birmingham, Ala.; WTMX-FM St. Louis, Mo.; WMIX-FM Mt. Vernon, Ill.; WCPO-FM Cincinnati; WPEN-FM Philadelphia; WSVS-FM Crewe, Va.; WEAU-FM Eau Claire, Wis.; WRNJ-FM Racine, Wis.; WBTV (TV) Charlotte, N. C.; WTMJ-TV Milwaukee; KFMB-TV San Diego; KNBH (TV) Hollywood; WNBQ (TV) Chicago; WGN-TV Chicago.

License for CP

KVIM New Iberia, La.—License for CP, which authorized change in frequency.

WDMJ Marquette, Mich.—License for CP, as mod., which authorized change in frequency, power increase, installation of DA-N and change in trans. location.

Move Antenna and Transmitter

WMAW Menominee, Mich.—Mod. CP, as mod., which authorized new AM, to move ant. and trans. 135 ft. north to studio location.

AM—960 kc

WLXW Carlisle, Pa.—CP to change

Top Network Stations

East
$250,000.00

A well-established earner in one of the most desirable Eastern markets. This station dominates its area and has excellent TV prospects. Financing arranged.

West
$450,000.00

An outstanding property with an excellent record of substantial earnings. Good TV position. Net quick of more than $125,000.00. included. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

XUM

frequency from 1380 kc to 960 kc and make changes in ant. system.

Modification of CP

WRAP Norfolk, Va.—Mod. CP, as mod., which authorized new AM, to change trans. type and specify studio location at 300 Portlock Bldg., Tazewell & Granby St., Norfolk, Va.

Change ERP

WKNB-TV New Britain, Conn.—Mod. CP, which authorized new TV, to increase ERP from 180 kw vis. 90 kw aur. to 206 kw vis. 103 kw aur.; move trans. from 3.4 mi. NE Southingham (Hartford), Conn. to Rattlesnake Mt., 3¼ mi. SE of junction of U. S. Rt. 6 and Connecticut Rt. 10, south of Farmington, Conn.

WOW-TV Omaha, Neb.—Mod. CP, which authorized changes in existing TV, to change ERP from 16.2 kw vis. 8.5 kw aur. to 100 kw vis. 50 kw aur.; change name to Meredith WOW Inc.; trans. type from vis. and aur. RCA TT-5A to vis. and aur. RCA TT-25-AL.

Change Antenna Height

WSYR-TV Syracuse—Mod. CP, which authorized changes in existing TV, to change overall height above ground from 580 ft. to 597 ft. and ant. type from GE TY-26-C to GE TY-12-E.

APPLICATION DISMISSED

Extension of Completion Date

WWOC Manitowoc, Wis.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

September 25 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WEKI Henderson, N. C.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and change type trans. AMENDED to change trans. location and make change in ant. and ground system.

Renewal of License

Following stations request renewal of license:

WFRX West Frankfort, Ill.; WCLC Flint, Mich.; WJPD Ishpeming, Mich.; WOHS Shelby, N. C.; WHAM Marinette, Wis.; WTAX-FM Springfield, Ill.; WDBQ-FM Dubuque, Iowa; WEEI-FM Boston, Mass.; WMFM (FM) Madison, Wis.; WDLB-FM Marshfield, Wis.

FM—107.1 mcs

WFUM (FM) Flint, Mich.—CP to change to commercial FM; change frequency to 107.1 mc.

Change ERP

WHUM-TV Reading, Pa.—Mod. CP, which authorized new TV, to change ERP from 260 kw vis. 134 kw aur. to 261 kw vis. 136 kw aur.; trans. location from 2.8 mi. SSW of Summit Station near Reading, to 2.7 mi.; ant. height above average terrain from 1780 ft. to 1766 ft.

WTVT (TV) Chattanooga, Tenn.—Mod. CP, which authorized new TV, to change ERP from 275 kw vis. 140 kw aur. to 232.174 kw vis. 135.454 kw aur.; trans. location from atop Lookout Mtn., near Incline Station, to atop Lookout Mtn., Scenic Hgwy., approx. 1.57 mi. Tenn.-Ga. boundary line; studio location from atop Lookout Mtn. to 948-950 Third St., Chattanooga.; ant. height above average terrain from 1270 ft. to 1520.63 ft.

TENDERED FOR FILING

Change ERP

KDEN (TV) Denver—Mod. CP, which authorized new TV, to change ERP from 105 kw vis. 52 kw aur. to 110 kw vis. 55 kw aur.

WOR-TV New York—CP to change ERP from 9 kw vis. 11 kw aur. to 316 kw vis. 158 kw aur.

September 25 Decisions . . .

By COMMISSION EN BANC

Renewal of License

Following stations were granted renewal of licenses for regular period:

WILS Lansing, Mich.; WKZO-TV Kalamazoo, Mich.; WBAL-TV Baltimore, Md.; WSTR Sturgis, Mich.; WSAZ-TV Huntington, W. Va.; WJW-FM Cleveland, Ohio; WKRC-FM Cincinnati, Ohio; WLDM-FM Oak Park, Mich.; WOAP-FM Owosso, Mich.; WSRS-FM Cleveland Heights, Ohio; WHIZ Zanesville, Ohio; WJIM Lansing, Mich.; WKRC Cincinnati, Ohio; WSGW Saginaw, Mich.; WTAC Flint, Mich.; WJPD Ishpeming, Mich.; WTAM Cleveland, Ohio; WNBK (TV) Cleveland, WNBW (TV) Washington, D. C.

Remote Control Operation

WTIP Charleston, W. Va.—Waived Sec. 3.165 of rules to permit continued operation by remote control to Feb. 1, 1953, with same conditions as original grant.

KEAR San Mateo, Calif.—By order, waived Sec. 3.165 of rules to permit remote control operation from local sunrise to local sunset to March 1, 1953; engineering conditions.

WKYW Louisville, Ky.—By order, waived Sec. 3.165 of rules to permit remote control operation from local sunrise to local sunset, from Oct. 1 to Nov. 1, 1952; engineering conditions.

Commission waived Sec. 3.265 of rules to permit following FM stations to continue remote control operation until March 1, 1953, all with same conditions as in original grants:

WRFL (FM) Winchester, Va.; WGUY-FM Bangor, Me.; KEAN-FM Sacramento, Calif.; also **WEAU-FM Eau Claire, Wis.**, until Dec. 1, 1952 (when latter's current license expires).

Oral Argument Ordered

KSOX Harlingen, Tex.—Ordered oral argument to be held at Washington on petitions of WCKY Cincinnati, and KFBK Sacramento, Calif., directed against Commission action of Nov. 14, 1951, in granting application of KSOX for mod. CP for nondirectional operation from sunrise at Harlingen until sunset at Cincinnati.

Special Experimental Authority

KNBC-FM San Francisco, Calif.—By order, waived Sec. 3.265 of rules and granted request for special experimental authorization to operate FM trans. by remote control from trans. site of KNBC, to March 1, 1953; engineering conditions.

Advised of Hearing

Lebanon Television Corp., Steitz Newspapers Inc., Lebanon, Pa.—Are being advised that applications for TV stations on Ch. 15 are mutually exclusive and indicate necessity of hearing.

Rio Grande Television Corp., Roy Hofheinz, Harlingen, Tex.—Are being advised that applications for TV stations on Ch. 4 are mutually exclusive and indicate necessity of hearing; with additional question of Rio Grande corporate authority and certain of its stockholders' interest in competing AM stations in same area.

Central Texan Television Co., Waco, Tex.—Is being advised that application for new TV station on Ch. 34 involves financial questions which indicate necessity of hearing.

Perkins Bros. Co., KCOM Bcstg. Co., Sioux City, Iowa—Are being advised that applications for new TV stations on Ch. 4 are mutually exclusive and indicate necessity of hearing; with additional question about Perkins corporate authority.

Siouxland Television Co., Cowles Bcstg. Co., Sioux City, Iowa—Are being advised that applications for new TV stations on Ch. 9 are mutually exclusive and indicate necessity of hearing; with additional question about Cowles corporate authority.

New Hampshire Bcstg. Inc., Union Leader Corp., The Radio Voice of New Hampshire Inc., Manchester, N. H.—Are being advised that applications for new TV stations on Ch. 9 are mutually exclusive and indicate necessity of hearing.

Sangamon Valley Television Corp., WMAY-TV Inc., Springfield, Ill.—Are being advised that applications for new TV stations on Ch. 2 are mutually exclusive and indicate necessity of hearing.

Great Plains Television Properties Inc., WCBS Inc., Springfield, Ill.—Are being advised that applications for new TV stations on Ch. 20 are mutually exclusive and indicate necessity of hearing; with additional question about WCBS corporate authority.

Georgia-Alabama Bcstg. Corp., Columbus Bcstg. Co., Columbus, Ga.—Are being advised that applications for new TV stations on Ch. 4 are mutually exclusive and indicate necessity of hearing.

Mid-Continent Television Inc., Sunflower Television Co., Wichita, Kan.—Are being advised that applications for new TV stations on Ch. 10 are mutually exclusive and indicate necessity of hearing.

Petition Denied

Telegraph Herald, Dubuque, Iowa—By memorandum opinion and order, denied petition for reconsideration of Commission decision in Sixth Report and Order which denied counterproposal to assign Ch. 5 and 11 with limited power to Dubuque at separations less than minimum. Comr. Bartley concurred.

Designated for Hearing

Cascade Television Co., Portland, Ore.—Designated for hearing application for new TV station on Ch. 8, in same consolidated proceeding with other Portland applications scheduled for Oct. 1, 1952, in Washington.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH SEPT. 25

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,355	2,332	142	310	211
FM Stations	635	582	73	22	8
TV Stations	111	98	75	828*	190

* Filed since April 14, of which 63 have been granted.

New Applications . . .

AM APPLICATIONS

St. Charles, Ill.—The Greater Illinois Bcstg. Co., 1560 kc, 500 w day, 250 w night, fulltime. Filed Sept. 24.

Wichita Falls, Tex.—W. Erle White d/b/a White Radio Co. 1050 kc, 250 w daytime; antenna 227 ft. Estimated construction cost $24,990, first year operating cost $24,000, revenue $48,000. **W. Erle White** is president and 16% owner of White's Auto Stores Inc., Wichita Falls. Mr. White also is applicant for uhf TV Ch. 22 in Wichita Falls [B•T, July 7]. Filed Sept. 17.

TRANSFER REQUESTS

KNOG Nogales, Ariz.—Assignment of license from Border Bcstg. Co. to Old Pueblo Bcstg. Co. for $20,000. Principals in assignee are radio-TV-movie star **Gene Autry** (48%), 85% owner of Maricopa Bcstrs. Inc., licensee of KOOL Phoenix; **Tom Chauncey** (20%), 5% owner of KOOL; **Charles H. Garland** (10%), 5% owner of KOOL; **Robert C. Garland** (10%), son of Charles H. Garland. Old Pueblo Bcstg. Co. is licensee of KOPO Tucson. Filed Sept. 22.

KCNO Alturas, Calif. — Relinquishment of negative control by **Chester T. Stuart** and his wife, **Phyllis B. Stuart**, by sale of 90 shares of common stock (25% of total) by Chester Stuart to **Rowland H. Dow** for $4,500. Filed Sept. 12.

KJCF Festus, Mo.—Assignment of license by **Amos A. Govero, Donald M. Donze** and **Clifton M. Poindexter** d/b as **Jefferson County Radio & Television Co.** to **Donald M. Donze tr/as Jefferson County Radio & Television Co.**, with Mr. Govero selling his partnership interest for $1,000 and Mr. Poindexter selling his interest for $2,000. Filed Sept. 18.

WREN Topeka, Kan. — Transfer of control of **WREN Bcstg. Co.**, licensee, from co-owners **R. C. Jackman, R. R. Jackman, F. C. Jackman** and **Jean Jackman Carter** to **Alf M. Landon**, independent oil operator, TV applicant at Topeka and 65% owner of KSCB Liberal, Kan.; his wife, **Theo C. Landon**; Mr. Landon's mother, **Mrs. S. E. Cobb**; **Margaret Landon Mills**, daughter of Alf Landon; and Theo C. Landon as guardian of **Nancy Josephine Landon** and **John Cobb Landon**, children of Alf and Theo Landon. Each will hold 16⅔%. Consideration: $2,400 for stock; assumption of notes held by Jackman & Jackman in amount of $129,090; purchase of land at transmitter site, $3,500. Filed Sept. 24.

WLEX Lexington, Ky. (formerly WKLX)—Assignment of license from **Fayette Bcstg. Co.** to parent firm, **Central Kentucky Bcstg. Co.** No consideration. Central Kentucky, former licensee of WLEX on 1340 kc (now deleted), earlier purchased WKLX (now WLEX on 1300 kc) for $70,000 [B•T, Aug. 18]. Filed Sept. 25.

WLXW Carlisle, Pa.—Assignment of license from **Philip Mathews** to **Richard Field Lewis Jr.** for $70,000. Mr. Lewis is licensee of WINC and WRFL (FM) Winchester, Va., and 65% owner of WFVA Fredericksburg, Va. Filed Sept. 22.

WWSO Springfield, Ohio—Acquisition of control by **Bradley Kincaid** (owner of 740 shares or 49⅓% of outstanding stock) from **S. A. Cisler Jr.** through purchase of latter's 740 shares (49⅓%) for $5,500 cash, a 1951 Nash sedan valued at $2,200, used TV set valued at $100, 50 shares of Class B non-voting capital stock of Radio-Indianapolis Inc. (estimated value, $10,000) and procurement of Mr. Cisler's release from personal liability of a $11,000 promissory note due to First National Bank of Springfield. Proposed acquisition of stock would give Mr. Kincaid 1,480 of 1,500 outstanding shares, 20 shares (or 1⅓%) being owned by **Robert Shaw**. Mr. Cisler wishes to devote all his time to WKYW Louisville, owned by him, and other enterprises. Filed Sept. 16.

Docket Actions . . .

OPINIONS AND ORDERS

WARN Fort Pierce, Fla.—Hurricane Bcstg. Service. By memorandum opinion and order, FCC denied petition of WWPG Palm Beach, Fla., directed against Commission action of March 19, 1952, granted WARN permit for new AM station on 1330 kc with 1 kw daytime. Granted WARN modification of permit for approval of antenna, transmitter and studio site. Granted Sept. 19.

WCHO Washington Court House, Ohio —The Court House Bcstg. Co. By order, FCC dismissed application for special service authorization to operate unlimited time Sept. 19, Oct. 10 and 17 and Nov. 4. Order Sept. 18.

Woodstock, Va. — Frank U. Fletcher d/b as County Bcstg. System. FCC adopted order granting petition for reconsideration, removal from hearing and grant of application for new AM station on 1230 kc, 250 w fulltime; engineering condition. Mr. Fletcher is radio attorney. Granted Sept. 19.

Non-Docket Actions . . .

AM GRANTS

Andalusia, Ala. — Montezuma Bcstg. Co., granted 920 kc, 1 kw daytime; engineering condition. Estimated construction cost $18,700, first year operating cost $30,000, first year revenue $36,000. Partners are **Charles J. Ward** (50%), owner of Ward Radio & Electric Co., Andalusia, and **Marion Shelley Davis** (50%), former partner of Dixie Wholesale Co., Andalusia, interest of which he sold in 1951. Filed Oct. 15, 1951. Granted Sept. 25, 1952.

WPIN Clearwater, Fla.—Florida West Coast Bcstrs. Granted CP change location from Clearwater to St. Petersburg and change transmitter site. Operates on 680 kc with 1 kw day. Granted Sept. 19.

Baton Rouge, La.—Capital City Bcstg. Co., granted 1260 kc, 1 kw daytime; antenna 205 ft. Engineering condition. Estimated construction cost $29,000, first year operating cost $85,000, revenue $100,000. Principals include **Jules J. Paglin** and **Stanley W. Ray**, each 50% owner of WBOK New Orleans and KAOK Lake Charles. They also seek TV uhf Ch. 26 at New Orleans. Filed Nov. 14, 1951; granted Sept. 19, 1952.

Maryville, Mo. — Maryville Radio & Television Corp., granted 1580 kc, 250 w daytime; antenna 200 ft. Estimated construction cost $19,115, first year operating cost $40,000, revenue $60,000. Principals include President **Dr. Robert W. Wilson** (10%), Maryville dentist; Vice President **G. Howard Linton** (10%),

(Continued on page 116)

FCC Roundup

(Continued from page 115)

pastor of First Baptist Church, Maryville; Secretary - Treasurer **Dale J. Blackwell** (10%), instructor at Missouri State College, Maryville; **J. D. White** (10%), manager of private airport; **G. R. Williams** (10%), 50% owner of B. & W. Sporting Goods, Maryville; **J. S. McIntyre**, Metropolitan Life Insurance Co. agent, Maryville; **J. D. Ewing** (10%), Maryville attorney; **E. M. Shreve** (10%), farm loans; **K. S. Ackley** (10%), service station owner, and **Dr. H. C. Bauman** (10%), physician. Filed July 11, 1951; granted Sept. 19, 1952.

TRANSFER GRANTS

KAGH Crossett, Ark. — Granted assignment of license from **Fleet Inc.** to **Julian Haas** for $32,000. Mr. Haas is commercial manager of KARK Little Rock, Ark. Filed Aug. 25. Granted Sept. 25.

KNGS Hanford, Calif.—Granted assignment of license from **Samuel** and **Harriett Beaubaire** to **Earl J. Fenston**, Fresno, Calif., attorney and owner of KSJV Sanger, Calif., for $606,000 plus lease agreement for land and building for 10 years at $600 per month and option to purchase for $150,000. Price and lease includes publishing *Hanford Daily Sentinel* and *Hanford Journal* (daily) and *Kings County News* (weekly). Filed Aug. 5. Granted Sept. 25.

WGFG Kalamazoo, Mich. — Granted assignment of license from **Harold F. Gross** to **Howard D. Steere** for $105,000 ($10,000 down, $40,000 upon closing date and $55,000 within five years at $11,000 per year plus interest). Mr. Steere was licensee of WFEC Miami, Fla., from Feb. 15, 1950, to June 1, 1952, and now is management consultant. Filed Aug. 22. Granted Sept. 25.

WTNJ Trenton, N. J.—Granted transfer of control in **WOAX Inc.**, licensee, from **Charles E. Loew**, 80 years old, and **Julie V. Loew**, 85 years, to **Erling C. Olsen** as trustee for the Loews. Mr. and Mrs. Loew wish continuous and careful supervision over their affairs and operation of WTNJ and at same time are desirous of conserving their health, application said. WTNJ is assigned 250 w day on 1300 kc. Filed Aug. 7, 1950. Granted Sept. 25, 1952.

KBKO Portland, Ore.—Granted transfer of control from **Mercury Bcstg. Co.** to **W. Gordon Allen** and **Thomas P. Kelly** for $26,000 through sale of 320 shares of stock (75%). Mr. Allen (to have 216 of 425 shares in KBKO) is 60% owner of KGAL Lebanon, Ore., one-third owner of KGAE Salem, Ore., and 50% owner of KSGA Redmond, Ore. Mr. Kelly (to have 105 of 425 shares in KBKO) is commercial manager of KGAE. Filed July 14. Granted Sept. 25.

All Chips on Radio

M. E. BLATT Co.'s exclusive and successful reliance upon radio for advertising in its Atlantic City market [B•T, Aug. 4] is recounted in detail in a new brochure by BAB and being distributed to the bureau's members and to advertising agencies. Entitled "The Queen Keeps Her Crown — By Using Radio," the eight-page story notes that the Atlantic City department store has used radio exclusively for its daily advertising for the past 15 months and quotes M. E. Blatt as saying: "As far as Atlantic City is concerned, newspaper advertising wasn't 50% efficient. A lot of items we used to advertise got no response whatsoever. But we've had excellent response to items advertised *only* on radio. . . ."

FIRST full-range recorded tapes for commercal sale featuring major orchestras with prominent conductors and soloists. will be introduced by MaVoTape Inc., Chicago, at Oct. 29-Nov. 1 Audio Fair in New York City.

JULY-AUGUST BOXSCORE

STATUS of broadcast station authorization at the FCC:

	—As of July 31—			—As of August 31—		
	AM	FM	TV	AM	FM	TV
Total authorized	2,451	645	130	2,470	643	143
Total on the air	2,356	627	109	2,358	622	109
Licensed (all on air)	2,338	584	96	2,340	579	96
Construction permits	113	61	34	130	64	47
Total applications pending	936	156	951	1,067	163	978
Total applications in hearing	210	7	8	199	8	72
Requests for new stations	300	12	838	291	12	855
Requests to change existing facilities	206	30	56	204	29	61
Deletion of licensed stations	1	5	0	1	5	0
Deletion of construction permits	0	2	0	0	0	0

KGHL SALE

$1½ Million Package Deal

NEW MONEY for the broadcast business is expected with the signing last Monday of a $1½ million contract by Walter E. Schott, Cincinnati industrialist worth an estimated $40 million, for KGHL Billings, Mont., in an unusual package [CLOSED CIRCUIT, Sept. 22].

The package was sold by the Northwestern Auto Supply Co., Billings. C. C. Campbell is Northwestern president. Papers will be filed this week for FCC approval. Mr. Schott, who has never had a broadcast interest, heads a family organization known as the Walter E. Schott Investment Co., comprised of his wife, two sons and a daughter.

Mr. Campell's $1½ million sale includes, in addition to the 5 kw station on 790 kc, cash, government bonds, real estate, appliance and auto accessory distributorships, livestock, buildings and a fully-equipped ranch. Station is affiliated with NBC.

The package provides for transfer of the station, a three-story modern building in which it is housed, four lots, three distributorships covering Montana and Wyoming for RCA, an auto parts firm and Frigidaire, 2,600 registered Hereford cattle and a 26,000 acre ranch and its properties.

Negotiations were handled by Ray V. Hamilton, partner and Chicago manager in Blackburn-Hamilton, station brokers. He concluded the pact in seven weeks.

Mr. Schott has interests in lumber, machine tool, automobile sales, woodworking machinery, automobile accessory and investment companies, hotels, apartments and other real estate. After the sale is completed he plans to retire to California because of his health.

C-of-C Ad Group

SEVERAL broadcasting executives have been reappointed to the Committee on Advertising, U. S. Chamber of Commerce, of which George E. Whitwell, Philadelphia Electric Co., is president. Continuing on the committee are Roger W. Clipp, WFIL Philadelphia; Harold E. Fellows, NARTB president; Robert T. Mason, WMRN Marion, Ohio, and John Pattison Williams, WING Dayton, Ohio.

REMOTE CONTROL

FCC Grants Permission

PERMISSION to operate transmitters by remote control was granted Thursday by FCC to a number of stations in all parts of the country. Actions were taken by waiver of Sec. 3.165 for AM and 3.265 for FM stations.

NARTB is spearheading a movement to obtain relaxation of these rules on the ground that technical progress in transmitting equipment eliminates much of the need for attended operation. Unattended transmitters have been operating successfully in Canada, NARTB points out.

AM stations granted right to install remote control operation were KEAR San Mateo, Calif., and WKYW Louisville. WTIP Charleston, W. Va., was permitted to continue remote operation.

An FM grant went to KNBC-FM San Francisco. Given permission to continue remote operations were WRFL Winchester, Va.; WGUY-FM Bangor, Me.; KEAN-FM Sacramento; WEAU-FM Eau Claire, Wis.

NOT COMMUNISTS

Performers Tell Probers

RADIO-TV performers Sam Levenson, Philip Loeb and Burl Ives and actress Judy Holliday attribute their association with left-wing and radical causes to their humanitarian leanings. All swore they were not communists, and were not in sympathy with Communism, according to a report, which was released by the Senate Internal Security subcommittee investigating subversive infiltration of radio, TV and the entertainment industry.

Report was second transcript of testimony involving radio-TV which subcommittee has released. Last month subcommittee charged that Radio Writers Guild was controlled by pro-Communists [B• T, Sept. 1].

Belding Talks to Club

SPEAKING on "Growing Up in Advertising," Don Belding, president, Foote, Cone & Belding Inc., Los Angeles, started a new series of programs for the Junior Advertising Club of Los Angeles, last Tuesday.

Industry Must Police

(Continued from page 32)

gramming standards and were conscious of their responsibilities to the public.

The subcommittee made an inspection tour of the facilities of NBC Tuesday and of CBS Wednesday.

Mr. Gold, who spoke on behalf of film producers, film distributors, film department representatives of TV stations and advertising agencies belonging to the National Television Film Council, emphasized that a "rigid deterrent to obscenity and offensiveness in television programming already exists —'public acceptance.'"

Greatest flurry of interrogation came when Mr. Levy said that ACLU's position was that the NARTB TV Code violated FCC rules regarding the responsibilities of licensees and also that it probably violated the anti-trust laws.

He maintained that under the Code, *Death of a Salesman* could not be shown because it showed suicide as a solution to a problem. He also said that the religious provisions of the Code probably banned the showing of the Italian motion picture, "The Miracle."

Mrs. Smart submitted results of a survey taken among parents of 1,000 parochial school children in the Washington suburb regarding children's programs. Most of them were critical.

Mr. McAloon urged the committee to look into the prospect of forcing broadcasters to use guidance from child experts in the choice and production of children's shows. Crime, horror and violence in children's programs do play one part in contributing to juvenile delinquency, Mr. McAloon said. He emphasized that radio and TV were not solely responsible and that their greatest impact was on unstable children. He also held out high hopes for the future of educational TV stations.

TOPEKA PURCHASE

WREN Sale Filed With FCC

SALE of WREN Topeka, Kan., by R. C. Jackman and family to Alf M. Landon and family for $2,400 plus assumption of notes totaling nearly $130,000 is reported in an application filed with FCC last week for approval. Station reported deficit of some $65,000 as of July 31.

Mr. Landon, independent oil producer, seeks uhf TV Channel 42 at Topeka and is 65% owner of KSCB Liberal, Kan. WREN earlier had filed for Channel 42 at Topeka but its application was returned as incomplete [B•T, Aug. 25]. Mr. Landon and his family also pay $3,500 for land at the WREN transmitter site, the transfer application stated. WREN is assigned 5 kw, directional night, on 1250 kc. It is an ABC affiliate.

XUM

Joint Applicants

(Continued from page 57)

Brown, president of KWFT, and Boyd Kelley, president of KTRN, to explain the action. It stated:

The combined experience and technical know-how of the joint applicants will give valuable guidance to the operating staff of the proposed new television station. It would assure top-quality, successful TV operation for this important metropolitan area.

Officers of Wichita Falls Television Inc.: President Brown; Vice Presidents Houston Harte, (KTRN); John H. Rowley (KWFT), and Rhea Howard (KTRN); Mr. Kelly, secretary; and Treasurer Frank M. Dowd, Dallas.

The application specifies an effective radiated power of 22.3 kw visual with an antenna 495 ft. mitter was located.

Proposed location for studios and transmitter will be a plot of land where KTRN's original FM transmitter was located.

We are subordinating our own respective interests in TV stations at Wichita Falls in order to bring TV to this city several years earlier. Comparative hearings on the separate applications of our firms for Channel 6 would conceivably delay by several years the day when Wichita Falls TV set-owners could receive programs on this channel.

The fact that there are already three applicants for the only two vhf channels allocated to Wichita Falls presents a problem . . . and a challenge. We have met this challenge with a plan to sacrifice our own personal interest in favor of the larger public interest. We are advised by our attorneys that pursuit of individual applications by both firms would tie up this channel for up to two years.

Instead, we have formed a new corporation which will represent interests of both local broadcasters in joint, but independent operation of a first-class television station at Wichita Falls.

Allen M. Woodall, president and one-third owner of WDAK, is also vice president and one-third owner of WBML Macon. He is vice president of the joint Macon applicant, Macon Television Co. An earlier story incorrectly stated Mr. Woodall was not an officer in Macon Television.

Stewart Succeeds Vasoll

D. C. STEWART, general manager of Kenyon & Eckhardt, New York, has been elected treasurer and a member of the executive committee, succeeding Charles H. Vasoll, treasurer, who retires Sept. 30. Mr. Vasoll will continue as a consultant.

CP REVOCATION

Of WBRN Asked by WCEN

REVOCATION of Paul Brandt's construction permit for WBRN Big Rapids, Mich., because of alleged overlap with his WCEN Mt. Pleasant, Mich., is requested in a petition filed with FCC last week by Nathan Williams, consulting engineer at Oshkosh, Wis.

Mr. Williams charges that 29% of the rural area and 24.9 of the population living within the primary contour of WBRN is also within the primary contour of WCEN.

CLEVELAND radio sales managers give two departing compatriots a sendoff: L to r (seated), Jack Maurer, WHK sales manager, who becomes part owner and manager of WHKK Akron; Keith Baldwin, WERE sales manager, who joins WAKR Akron as assistant to the president; Bill Brusman, Mr. Maurer's successor at WHK; Bob DeTchon, who recently became WJMO general and sales manager; Standing, Hal Waddell, WJW; Hal Gallagher, WTAM; John Garfield, WGAR; Jack Kelly, WSRS; Charles Phillips, WTAM; Walberg Brown, WDOK, and Bill Dix, WTAM.

STEEL SHORTAGE *Threatens New Station Construction*

THERE will be "virtually" no starts permitted on new major radio-TV station construction involving heavy use of steel until next spring, it was learned last week.

The Defense Production Administration is preparing an order which will preclude new industrial and commercial building not adjudged "essential" or "defense-supporting" and requiring more than nominal quantities of materials permitted under self-certifying procedures.

The new government order, expected the middle of this week, will carry forward basic recommendations agreed upon last August by DPA and a construction industry advisory committee. These set forth rigid criteria for construction as an aftermath of the steel strike. It was indicated at that time that new radio and television construction involving substantial quotas of steel, copper and aluminum would be deferred until after Dec. 31, 1952 [B•T, Aug. 11].

Allocations of copper and aluminum will remain virtually at the same level for the first quarter of 1953—from January through March. But the effects of the steel cut-off will rule out any new building starts until after April 1.

It was understood that applications for steel on projects already underway — either approved or promised by the government— would be granted. The steel impasse is expected to break during the second quarter of next year.

In the meantime, of course, broadcasters still may self-authorize up to 4,000 pounds of aluminum, 5,000 pounds of copper and the usual 25 tons of steel without approval of the National Production Authority, operating arm of DPA. This will cover minor alteration and remodeling projects.

How this would affect potential TV station grantees was not immediately ascertained. It was believed, however, that the steel shortage would reach a more normal situation, particularly in sheet and strip steel. New television station broadcasters generally face no problem in this respect, because of advance planning on studios and equipment, it was presumed. It was conceded that more steel would be available for broadcast and other industrial building after April 1.

DPA authorities acknowledged that broadcasters will be hard pressed to claim priority status under last August's criteria order. The categories set forth at that time covered construction (1) "necessary for defense"; (2) "industrial new starts to meet expansion goals" and (3) "hardship and substantial unemployment."

A spot check reveals that community TV antenna firms having commenced construction will get sufficient materials to finish their projects. At least one known broadcast licensee—WTOP Inc. (WTOP-AM-FM-TV Washington) — had applied for materials but had not begun construction.

Agency authorities held out the possibility that applications would be approved during the first quarter of 1953, with materials assured in subsequent quarters. It was acknowledged that steel is more vital to radio-TV broadcasters than to set manufacturers because receivers need less quantities of the metal.

Steel for radio-TV towers also is affected, but broadcasters have been using prefabricated products falling in the Class "B" listing—that comprising non-defense production.

PAUL E. FAUST

Advertising Veteran Dies

FUNERAL services were conducted in Evanston, Ill., Saturday morning for Paul E. Faust, 75, secretary-treasurer and partner of Feature Radio, Chicago. He died last Wednesday in St. Mary's hospital, Evanston, where he had been recovering from a heart ailment since June. A 52-year advertising veteran, he was a founder of the American Assn. of Advertising Agencies.

Mr. Faust is survived by three sons and two daughters. Sons are Holman Faust, formerly active in Mitchell-Faust agency and Schwimmer & Scott, Chicago, and now an advertising consultant and researcher, and Dudley Faust, eastern sales manager for CBS Radio in New York.

16mm FILM SUIT

'Conspiracy Case'—Dixon

FORCED release of old theatrical films to TV is sought by the government in its anti-trust suit against major motion picture concerns, according to William C. Dixon, chief of the Dept. of Justice's West Coast Anti-trust Division. American Federation of Labor has criticized the 16mm conspiracy suit.

There are no political motives involved, Mr. Dixon insisted, describing it as a "conspiracy case." He said there may be resultant economic hardship to the movie industry should release of new features be demanded.

Mr. Dixon, scheduled to act as chief prosecutor when the case comes to court in about two years, pointed out that set rules governing release to TV would be difficult to establish. "The government's only question in pressing the suit is a matter of law enforcement, not to be guided by the interests of any special groups," he said.

AFL strongly condemned the Dept. of Justice's suit against the motion picture industry in a resolution passed at its convention in New York Monday. Resolution was sponsored by the International Alliance of Theatrical Stage Employes, the Screen Actors Guild and the California State Federation of Labor.

Claiming the suit seeks to "force the motion picture industry to allow the free showing on television of multi-million-dollar theatrical motion pictures in direct competition with theatre box offices," the resolution adds many of the 22,000 American motion picture theatres would be forced to close if the action is successful.

"This capricious and unreasonable suit by the Dept. of Justice jeopardizes the livelihood of many of the 250,000 workers in the film industry, who for the most part are organized in AFL unions," the resolution stated. An AFL executive council probe of "all factors" in the suit was asked.

at deadline

NARTB ASKED TO COMPILE EDUCATIONAL TV PROGRAMS

NARTB urged by District 9 (Ill., Wis.) broadcasters to conduct survey of educational programming by commercial television stations. Winding up two-day meeting at Milwaukee Friday, district called for research project as answer to FCC's laxity in awarding video CP's to schools without showing of financial responsibility.

Merrill Lindsay, WSOY Decatur, Ill., presided at meeting as district director. Other resolutions endorsed plan to amend FCC operator rule requirements; encouraged NARTB membership drive; voiced appreciation to speakers and NARTB staff for services.

Kenneth Carter, WAAM (TV) Baltimore, member of NARTB TV Board, conducted TV clinic Friday afternoon at studios of WTMJ-TV Milwaukee, serving as TV board representative at meeting. Others on panel were: Walter Damm and George Comte, WTMJ-TV; Leslie C. Johnson, WHBF-TV Rock Island, and Tom Wilson, Dow, Lohnes & Albertson, Washington attorneys.

Over 70 delegates attended Milwaukee sessions. They were luncheon guests Friday of Miller Brewing Co. Two-day agenda included participation by President Harold E. Fellows; Richard P. Doherty, employe-employer relations director, and William T. Stubblefield, station relations director.

PHILADELPHIA PROBLEM ON FOOTBALL TELECAST

QUESTION whether Penn-Notre Dame game in Philadelphia last Saturday would be telecast locally, even though NCAA had given permission, was still up in air late Friday. Indecision was attributed to NCAA's collateral refusal to let that game and nationally telecast Columbia-Princeton game (NBC-TV) both be carried in Philadelphia area (early story page 64). NCAA also gave permission for Michigan-Michigan State game in Detroit to be telecast locally, in lieu of Columbia-Princeton contest, but because of baseball game commitments there, among other factors, it was deemed unlikely this permission would be used.

SURGEONS CONSIDER DRIVE

USE OF RADIO and television to aquaint public with its campaign against such medical practices as "fee splitting" and "ghost surgery" is under consideration by American College of Surgeons, authorities said Friday during its annual congress in New York.

WRDW AUGUSTA ELECTS

GROVER C. MAXWELL, operating 38 furniture stores in Southeast, elected president of WRDW Augusta, Ga., by board of directors. Other officers: Allen M. Woodall, president of WDAK Columbus, elected executive vice president; Harry L. Jernigan, vice president; W. Ray Ringson, secretary-treasurer and general manager.

VOTE COMMITTEES COMPLETE

LINEUP of register and vote committees for all 48 states completed Friday with appointment of Roy Dabadie, WJBO Baton Rouge, as chairman of Louisiana committee. Campaign being conducted by NARTB in effort to bring out record vote at November elections.

POLY-LINGUAL JUDGE

TALK on radio freedom and salute to broadcasters of Colombia transcribed in Spanish by Judge Justin Miller, NARTB board chairman-general counsel. Message to be broadcast in connection with Colombia radio week Oct. 5-11 under auspices of Inter-American Assn. of Broadcasters.

Business Briefly

(Continued from page 5)

of spots for Dunhill Cigarettes, that city, through Biow Co., also N. Y., and for General Tire & Rubber Co., Akron, through D'Arcy Adv., N. Y.

GRAHAM AGAIN ● Billy Graham Evangelistic Foundation, through Walter F. Bennett agency, Chicago, renews *Hour of Decision* on ABC radio from Nov. 2 for 52 weeks. Show, on for second year, is aired Sundays, 2:30-3 p.m. CST, and features Mr. Graham, evangelist.

CAMEL SHOW ● R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes), will sponsor new weekly comedy-quiz show, *Walk a Mile*, on NBC radio (Wed., 8-8:30 p.m. EST), beginning Oct. 8. Agency: William Esty & Co., N. Y.

CBS-TV UHF AFFILIATES

TWO UHF television stations—WHUM-TV Reading, Pa., and KBTV (TV) Denver—will join CBS-TV this autumn. First station signed was WHUM-TV with Herbert V. Akerberg, network station relations vice president, and Humboldt J. Greig, president-general of station, handling negotiations. Station due to take air by mid-December with 260 kw visual power. Contract is for primary affiliation. KBTV (TV) joins network Oct. 12 as basic affiliation. It is authorized to Colorado Television Corp. (KVOD).

SHOWS ON CANADIAN TV

DuMONT's *Johns Hopkins Science Review* slated to start today (Mon.) on CBLT (TV) Toronto and CBFT (TV) Montreal as first U. S. network TV show regularly scheduled by new Canadian Broadcasting Co. stations, DuMont announced Friday.

NBC OPENING

SPECIAL "All Star Revue" featuring NBC top stars will mark formal opening of network's new Burbank (Calif.) television studios Oct. 4 (Sat., 8-9 p.m.), NBC announced Friday. "Revue" series sponsored by Pet Milk, Kellogg, and Del Monte canned products.

RADIO PREFERRED

SURVEY of local preferences among Richfield distributors disclosed that spot radio is major advertising medium used by distributors on local basis in cooperation with supplier, Richfield Oil Corp. of New York, officials said Friday. Runners-up in survey were newspaper advertising and spot movie ads in local theatres.

PEOPLE...

DONALD R. SHAW, vice president and account supervisor of Pedlar & Ryan Inc., N. Y., to C. J. LaRoche & Co., same city, as member of plans board and executive staff.

JOHN H. BOYLE, director of television, WAVE-TV Louisville, named director of television and radio, advertising dept., Reynolds Metals Co. He is succeeded by GEORGE PATTERSON, WAVE-TV program manager, who now holds title of television program and production manager.

THOMAS C. BUTCHER, vice president, William Esty & Co., N. Y., to Lennen & Mitchell, that city, as vice president and management account supervisor.

ALFRED F. HARRISON, special representative, United Press, and pioneer in development of radio news processing, is recuperating at his Washington home from slight cardiac seizure suffered week ago. He originally developed and sold first radio news service for Consolidated Press in twenties and afterward returned to UP to establish its first radio wire.

THEATRE TV, AT&T MEET

MEETING between theatre TV interests and AT&T scheduled for tomorrow at Washington headquarters of Motion Picture Assn. of America, it was announced Friday. Discussion will be on AT&T availabilities and costs of requirements requested several months ago by MPAA and National Exhibitors Theatre Television Committee, in preparation for Oct. 20 FCC hearing on accounting and engineering phases of request for theatre TV frequencies (see earlier story on page 73).

ALABAMA FM CAMPAIGN

NOVEMBER campaign to promote sale of FM receiving sets to be planned at meeting to be held Oct. 9 on U. of Alabama campus, Tuscaloosa. Henry P. Johnston, WSGN-AM-FM Birmingham, is broadcast chairman of state campaign committee. John H. Smith Jr., NARTB FM director, who has guided series of state-city drives to promote FM sales, will take part in Tuscaloosa meeting.

DENY WKOW PETITION

PETITION to reconsider hearing order on whether WKOW Madison, Wis., abdicated license responsibility in management contract with Atlass Amusement Co. [B•T, Aug. 25, April 7; Nov. 12, 1951] was denied by FCC Friday. Comrs. Edward M. Webster and Robert T. Bartley dissented. Move to dispense with hearing was opposed by FCC's Broadcast Bureau. Earlier in week, Madison TV applicant WISC asked Commission to include WKOW renewal proceedings in hearings on competitive applications for uhf Channel 27. Both stations have been notified that their TV applications must go to comparative hearing.

WBRY DISMISSED

APPLICATION of WBRY Waterbury, Conn., for uhf Channel 53 was dismissed by FCC Friday upon petition of station which said its dismissal would permit early grant of WATR's bid for that channel, hence bringing TV to city sooner than if competitive hearing were held. FCC last week also denied WBRY's petition to add uhf Channel 83 to Waterbury (see story page 57). WBRY has indicated it will re-file later for amendment of rules to add Channel 83 there, at which time new TV bid would be tendered.

XUM

IN THE HEART OF AMERICA...

It's The

KMBC KFRM

Team and It's

Wholehearted and "Wise"

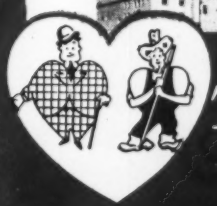
*"Women-Wise"...**

KMBC-KFRM is wise in the ways of a woman. So is Bea Johnson, newly appointed KMBC-KFRM Director of Women's programs and conductress of the "Happy Home," (8:30-9:00 AM, Monday through Friday). But that's not all. *Women in the Heart of America know all about Bea Johnson, too.* They know her as housewife and mother, and one whose wide experience can provide them with the answers to their problems. That is the reason why they requested her return to the air. As Joanne Taylor on KMBC from 1936 to 1941, she was one of their all-time favorites.

So now, more than ever before, the relationship between The KMBC-KFRM Team and the women of the Kansas City Primary Trade Area exists as a very effective cycle. These women are well acquainted with Bea Johnson. Bea and The Team are likewise well aware of the wishes of these listeners and are first to supply them with the program material that they want. The association of Bea Johnson, KMBC-KFRM and the lady listeners is an unbeatable combination—for the advertiser. Bea's sincere recommendation coupled with the prestige of KMBC-KFRM is certain to make sales of any product or service carried on "Happy Home."

* This is the third of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

Call KMBC-KFRM or Free & Peters for the story of Bea and the "Happy Home." BE WISE—REALIZE...that to sell the Whole Heart of America Wholeheartedly, it's "Happy Home" on...



The KMBC-KFRM *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

Highway to the Skies. . . .

High quality programming keeps listener-interest going up at WREC. Listener-confidence and prestige continue to insure a steady sales climb for advertisers. Yet, the cost per thousand listeners is 10.1% less than in 1946! With the highest Hooper rating of any Memphis Radio Station, WREC offers you the shortest route to increased sales at lower cost—and, the sky's the limit in this $2,000,000,000 market!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC, 5000 WATTS